DECEMBER 10, 1973

Commerce Today

Dynamic Brazil Attracts U.S. Business Interest

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FROM THE
SECRETARY

Applying The 'Can Do' Spirit

Americans are bred to a competitive spirit, a willingness to face obstacles and overcome them. The response so far from the business community in facing up to our energy problems is a gratifying reaffirmation of this spirit.

In Texas, for example, the Fort Worth Area Chamber of Commerce mailed out appeals recently to industry, urging it to conserve energy, and asking companies to respond to a questionnaire listing steps being taken to achieve energy reductions. Some 250 firms representing a payroll of 31,000 promptly replied.

The response indicated that most companies were already committed to energy conservation programs. General Dynamics' Convair Aerospace Division, for instance, had achieved an 18 percent reduction in energy consumption, by taking steps—many of which are obvious—to curtail energy use, such as encouragement of car pools, turning thermostats down, turning off unnecessary lighting, and imposing 50-mile-an-hour speed limits for company cars. Of course, this company and many others have also found more sophisticated ways to save energy and save money for their firms in the process.

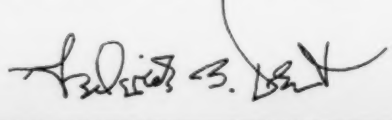
Union Carbide has reduced its energy consumption 20 percent per pound of product produced by instituting 228 energy efficiency measures over a two-year period. The result: savings of some $6 million. The Johnstown Sanitary Dairy in western Pennsylvania is heating a new warehouse exclusively with heat previously lost through the stack over a boiler burner. Waste heat is also being used to preheat feedwater to the boiler. What this all adds up to is that the dairy has been able to expand operations, add a new warehouse, and reduce fuel consumption all at the same time. The examples continue to roll in.

The Commerce Department has a particular interest in each of these success stories, and as these goals are met we would like to hear about them. We are already obtaining and verifying case histories of companies' successful energy conservation efforts, and intend to publish our findings, as well as additional material on specific actions that can be taken, to make the entire business community the beneficiaries of this information. As of a few weeks ago, we mailed out more than 15,000 pamphlets on ways industry can conserve energy in response to requests from the business community. We have contacted 43,000 companies to make them aware of the latest energy management techniques.

There is no quarrel over the fact that we face significant energy shortages; this is why sound conservation practices are so important. With the voluntary commitment of all Americans to conserve, our task becomes immeasurably easier. If everyone sacrifices a little, no one will endure real hardship.

George Bernard Shaw once said, "He who can, does." That "can do" spirit is alive and healthy in America. The examples we have already seen of how the business community is solving its energy problems is evidence that on the occasion of this latest challenge, Americans are rising to meet it.

Let's keep up the good work, and share in our national pride in a job well done.



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COVER: *Scenes from (top to bottom) Brasilia, Sao Paulo and Rio de Janeiro illustrate the dynamic period of expansion which Brazil is now enjoying. This issue contains a series of reports by U.S. Commercial Officers and Commerce export marketing specialists concerning opportunities for U.S. business in this major republic of South America. Lead story begins on Page 4, others on Pages 27 and 41.*

Energy Crisis: Time For Difficult Decisions

Economic Highlights is prepared by Dr. Sidney L. Jones, Assistant Secretary of Commerce for Economic Affairs.

Current energy shortages confront government leaders and the general public with unusually clear-cut alternatives. We will either learn to conserve our valuable energy resources and adjust our economic goals to reality or we will increasingly confront sporadic disruptions of our economic growth and employment. We can commit the necessary effort and financial backing to develop additional sources of energy or we can continue to live with the uncertainties of inadequate supplies.

During the next few days we can decide to allocate existing energy resources so as to protect our jobs and economic output or we can maintain our usual rate of consumption. These decisions can no longer be delayed; events have overtaken us. How well we make these decisions will directly influence the rate of economic growth, prices and employment during the approaching winter and in future years.

The ready availability of relatively low-cost energy has been a basic factor in the development of our dynamic economy based on technology and mass production. American life styles are shaped by automobiles and homes which rely heavily on energy resources. While it is true that the energy consumed per dollar of real Gross National Product has declined irregularly over the years, there has been a large absolute increase in the consumption of energy. In 1920 we used 19.8 quadrillion BTU's; by 1945 this had grown to 31.5 quadrillion; and by 1970 the figure reached 67.4 quadrillion.

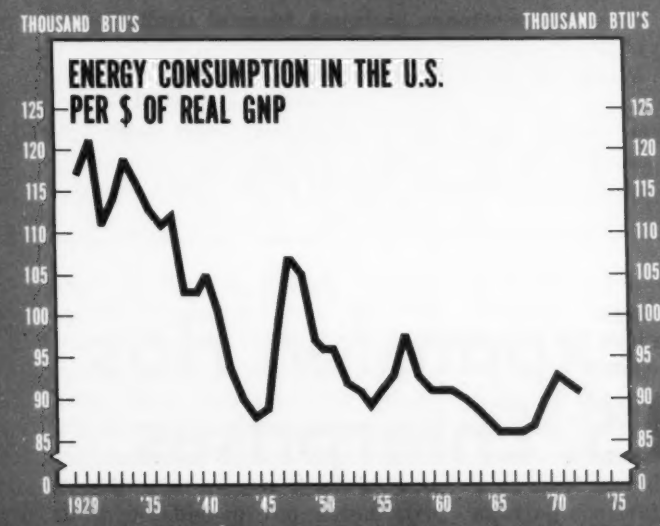
Each sector of the economy consumes large amounts of energy but the transportation area is unusually dependent upon petroleum because of the large number of private automobiles and the importance of trucks in transporting goods. Attempts to alleviate disruptions this winter must recognize these differences. Past decisions have created a situation in which all types of fuels were expected to be in tight supply but the emergency situation created by the Arab embargo of petroleum shipments to the United States has aggravated the distortions. Studies by the Bureau of Economic Analysis, using its input/output analysis, indicate that the effects of energy shortages change according to how the shortfall is allocated. The economic impact on output and employment is significantly reduced if the industrial sector is insulated while the private gasoline, home heating, and industrial space heating sectors absorb the bulk of expected shortages.

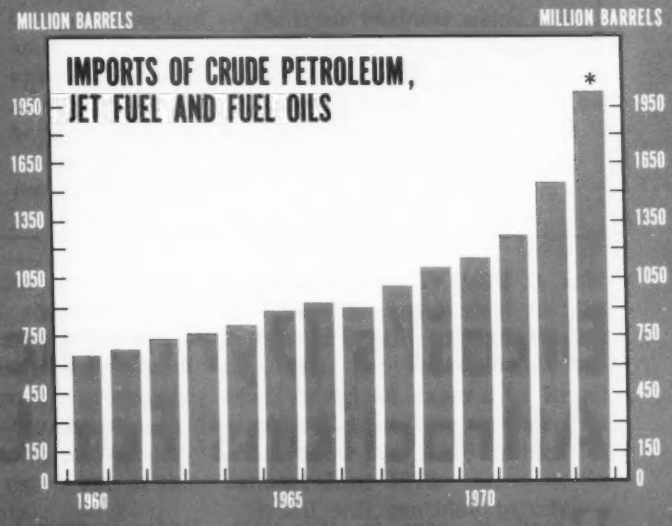
Over the years the United States has fortunately developed some balance in the types of energy resources used. Nevertheless the current oil shortage will remain serious until alternative supplies are developed and the substitution of other fuels can be accomplished. The current problem has been further complicated by the increasing reliance of the United States on imports of crude petroleum, particularly from Arab nations. But it does not help to lament the decisions of the past. The challenge now is to develop new and dependable sources of energy. This will require the cooperation of the Executive Office, Congress, and private industry.

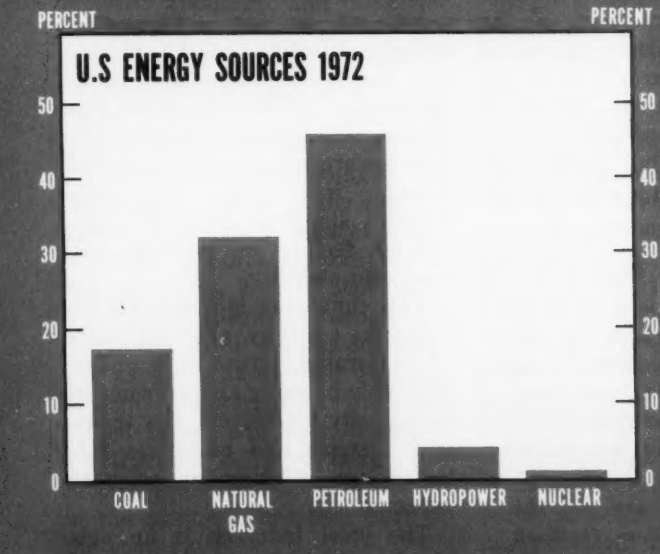
Identifying the amount and timing of the shortages has been extremely difficult because of the volatile supply situation. The latest estimates indicate an average shortage of 3.4 million barrels of oil per day. Although the value of this shortfall represents only a small portion of our total GNP—less than 1 percent—the implications are serious be-

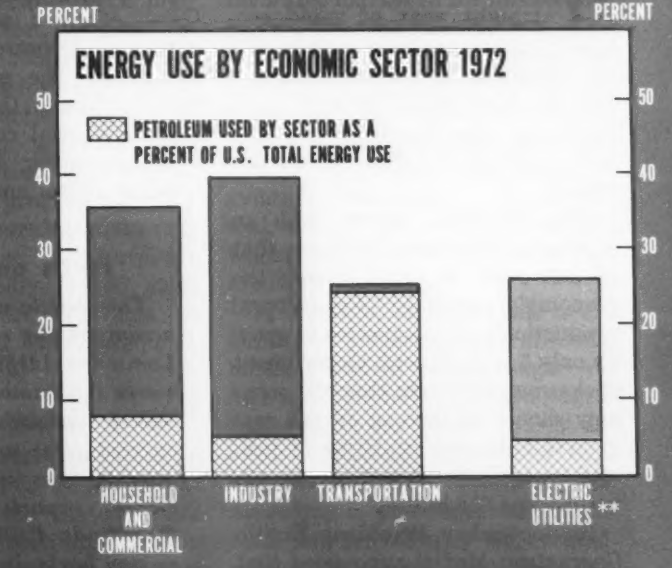
cause oil is used throughout our economy. To meet this threat the President has proposed a program calling for reductions in the use of jet fuel, home heating fuels, gasoline, marginal commercial and office lighting, and a 10 percent cut in the industrial use of oil. Since industry obtains 30 percent of its energy needs from oil, the proposed reduction represents only 3 percent of its total needs. The crucial assumption is that the industrial sector cut can be absorbed by space heating curbs without biting into the muscle of process energy needs.

Economic projections have been made about the possible effects of this program on the GNP and employment. Such forecasts are extremely difficult because of the changing assumptions which must be made but it now appears that the real GNP next year will be reduced by 1 to 2 percent, depending upon how the consumer reacts to purchasing other goods and services, and that unemployment will rise, possibly into the 6 percent zone, It must be emphasized that these estimates are very general and actual results will depend upon many future developments. Despite the numerous forecasting uncertainties one message is clear: Americans must reorder their views about the use and value of energy resources in the future.









* Annualized rate for the first six months.

** This is the sum of the electric power used in the other sectors.

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Brazil's Dynamic Expansion Has Attractions For U.S. Enterprises

Brazil is now in its sixth straight year of rapid economic expansion. Businessmen and the Government appear confident that the high rate of growth characterizing the Brazilian economy will continue for the foreseeable future.

The industrial sector, with an expansion rate very similar to that of last year, is again pacing the economy's growth. Agricultural production now is expected to grow by only 5 to 6 percent. Government spokesmen maintain that the economy should achieve an overall real growth this year of 10 to 11 percent, raising gross national product to some $56 billion.

In September President Emilio Garrastazu Medici announced that his successor as majority party leader is retired General Ernesto Geisel, former president of the state-owned petroleum monopoly Petrobrás. The party (ARENA) has nominated General Geisel as its presidential candidate.

In accepting the nomination, General Geisel emphasized his intention to maintain economic development as the government's priority objective, thereby continuing the basic economic policy established by his immediate predecessors, including a positive attitude toward private enterprise and foreign investment. This contributes significantly to the prevailing feeling of political and economic stability.

This confidence is important because the economy, after six years of accelerated expansion, is understandably pressing against some of its capacity constraints. Key transport systems and numerous factories are working at or near capacity.

The steel industry is an outstanding case where capacity constraints are effective. Domestic

Focus on Brazil

This article and a series of accompanying reports by U.S. Commercial Officers and Commerce Department export marketing specialists focus on current sales and investment opportunities in Brazil. The related reports are in the Worldwide Business Outlook section beginning on Page 41.

Ambassador Crimmins, On Doing Business In Brazil Today

Current opportunities for U.S. businessmen to participate in Brazil's dynamic expansion are summarized in the following message for* Commerce Today *readers from U.S. Ambassador to Brazil John H. Crimmins:

As this issue of* Commerce Today *amply indicates, Brazil is at present an important market for American exporters and its potential is great. Naturally, the same opportunities exist for other exporting nations which compete with the U.S. for markets around the world. While the U.S. Departments of Commerce and State, and other Government agencies, are continually improving their already impressive efforts to assist American exporters and investors, it is clear that the success of these efforts will in the end depend on the actions taken by the American business community.

Long recognized as one of the major nations of the world in terms of size and as a supplier of basic commodities, Brazil has now emerged as one of the world's great industrial producers. Citizens and firms of the U.S. have had the privilege of participating in Brazil's development, both as contributors of capital and technology and as trading partners. This participation has been mutually beneficial, not only in the business sense, but also in promoting a broader degree of understanding and cooperation between our two countries.

Experience has proven that successful participation in the Brazilian economy, either as an investor or as an exporter of goods or services, requires careful and intelligent preparation. Taking advantage of the services and financing being provided by our Government agencies, use of market studies, making well-organized on-the-scene business visits, and an appreciation of the Brazilian way of business operations are but some of the important prerequisites for doing good business in Brazil. The rewards, both in terms of business relationships, personal friendships, and cultural enrichment, promise to justify the effort fully.

steel production, though increasing rapidly, has not kept pace with overall growth. The current international boom has generated a tight steel situation. The resulting dearth of steel is preventing the economy from achieving an even greater volume of production, most notably in the automotive, domestic appliance, and construction sectors.

Shortages have also occurred in paper, copper, leather, resin, wood, cotton, aluminum, and chemicals. Even a relatively tight labor market is reportedly developing in the industrialized areas of the country despite persistent pockets of unemployment in other regions. Qualified managers, long in short supply, have allegedly become so scarce that their salaries occasionally exceed that of their resident foreign counterparts. Sufficient skilled labor, and even unskilled construction industry labor, has become somewhat difficult to find in the south-southeastern part of the country.

Although these various constraints hamper production, particularly given the international market's current situation, they should not bind sufficiently to prevent a relatively high growth rate. Indeed, the current prosperity rests on the investment boom. As new investments come into production, they should ease some of the existing constraints.

Brazil's maintenance of a high growth rate, in effect, rests heavily on its ability to eliminate recurring restraints before they effectively curb production. Aware of this management problem, Brazilian Government agencies responsible for sectoral programming are attempting to ensure adequate supplies for the future. They have, for example, reportedly signed sufficient steel import contracts to cover forecasted 1974 requirements.

U.S. sales prospects

The Brazilian economy offers an attractive market for American exports. Although the United States has provided a declining portion of Brazil's imports in the past years, it is still Brazil's largest single supplier. In 1972 it sold $1,335 million, equivalent to 27.8 percent of Brazil's imports. During the first six months of this year, American exports to Brazil reached $744 million, a sharp increase over the $580 million of January-June 1972.

Brazil will continue to offer a favorable market in the foreseeable future. Its high growth rate, foreign exchange receipts, import requirements, and international reserves indicate future capacity to absorb foreign products. Such traditional American sales items as aviation equipment, computers, coal, phosphates, copper bars and wheat will likely continue to find excellent outlets.

In addition, Brazil's plans to expand and modernize its railroads, ports, chemical plants, sugar refineries, steel mills, airports, agroindustry, power plants, tourist facilities, mining operations and telecommunication systems will, according to present schedules, exceed both the capacity and technology of the capital goods industry.

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Recent developments should as-

DISCUSSING OPPORTUNITIES IN BRAZIL — *U.S. Ambassador John H. Crimmins (right) and Brazilian Minister of Finance Delfim Neto consider Brazil's aerospace requirements while touring U.S. displays at the exhibition hall shown below.*

sist exporters to compete for this market. The dollar devaluation, though not fully reflected in price quotations, should enhance American competitiveness. The lower rate of inflation in the United States, as compared to Japan and much of Western Europe, should be an additional advantage. Finally, the availability of Export-Import Bank credit at advantageous rates provides favorable financing for United States exporters.

American investors may also find considerable opportunity to place their capital in Brazil. The country is developing a modern economy with a large appetite for consumer goods. The industrial base to satisfy this demand, particularly in the capital and semi-manufactured goods sectors, must be expanded. The steel, aluminum, chemical and copper industries stand out in this regard.

In addition, the nation realizes the pressing need to augment and modernize its infrastructure. Serious questions have been raised as to whether the transport system, most notably the railroads, can adequately handle such traffic as the projected large volume of agricultural exports from the south-southeastern part of the country over the next few years.

As a result of these infrastructure needs, investment opportunities exist for industries producing inputs for the railroad, port, telecommunication, trucking and power sectors.

Brazil should not be regarded as an easy market for American exporters and investors. Other countries, aware of Brazil's potential, are strengthening their presence. The Japanese are noteworthy in this respect. They vigorously promote not only their Brazilian export outlets, but also their investment in and imports from Brazil. Some of these investments, it should be noted, are joint ventures with Brazilian and/or third country nationals.

Future investments, given the relatively large amounts of foreign capital available, will likely face a more selective and demanding situation. Brazil may promote more in-country research and development, more pollution-control expenditures and/or greater dispersion of factories away from congested industrial centers, more government influence in production programming, an increased export effort, and a greater corporate contribution to the anti-inflation program through smaller unit profits. Investors will also find a strong interest in technologically-advanced industries and a large number of states and municipalities disposed to facilitate new investments within their jurisdictions.

Brazil's foreign sector has performed exceptionally well this year. Merchandise exports during the first half-year totalled $2.6 billion, 46 percent above the same period in 1972. By the end of Au-

SAO PAULO EXHIBITION HALL — *The Parque Anhembi exhibit facility, with 800,000 square feet of floor space, houses major international shows held in Sao Paulo.*

FIRST OF ITS KIND — *Representatives of U.S. firms that participated in the First International Aerospace Show held in Sao Paulo in September, above, took off their coats and got down to business. The U.S. exhibitors reported excellent results.*

these sales and extending them to other products. The recent legislation authorizing foreign trade companies and the creation of a bonded warehouse network abroad indicate the government's alertness to the need for this additional effort.

Imports have naturally expanded in order to satisfy the economy's need for raw materials, semi-manufactures and capital goods. In addition to normal import growth generated by the economy's expansion, several factors are boosting the dollar value of imports by some 33 percent over 1972.

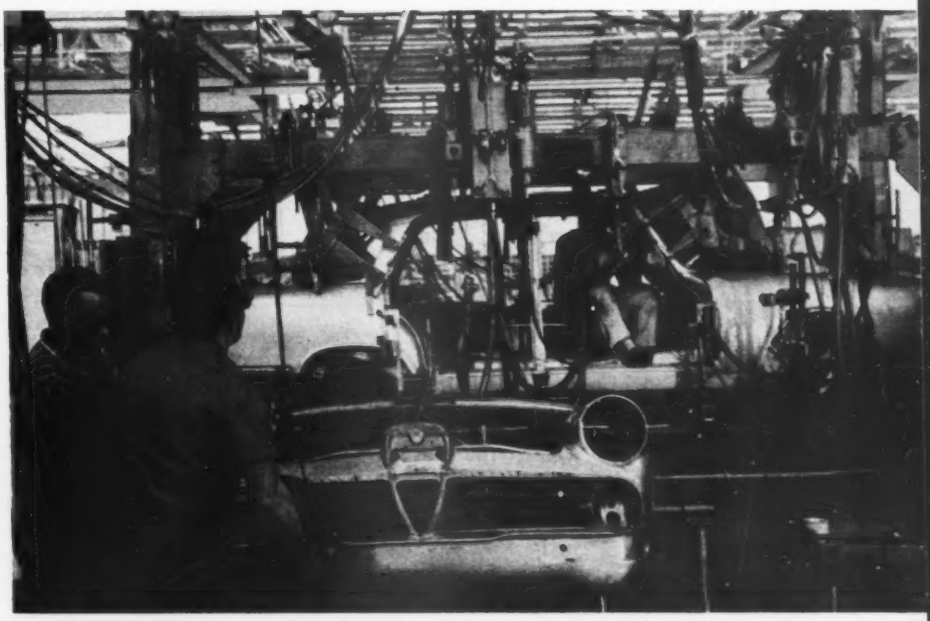
First is the rise in dollar prices because of tight international markets. Second is the increased volume of a few major imports whose unit prices have risen sharply. Petroleum and petroleum derivatives this year, for example, may reach $700 to $800 million, compared to some $570 million in 1972. Indeed, the annual cost of these imports, which petroleum officials predict will soon reach one billion dollars, is becoming a particularly troublesome burden on exchange earnings. Also, the poor 1972 wheat harvest, which had been

gust they are estimated to have reached some $4 billion, thereby equalling the level of exports in all of 1972. This remarkable record stems, in large part, from the international shift in terms of trade raising the prices of all of the country's major agricultural exports.

The prevailing uncertainty in the international market prevents any really meaningful projection for exports in 1974. Few observers, however, believe that Brazil can reasonably expect to sustain the expansion rates of 1972 and 1973. Commodity prices, having reached exceptionally high levels, may fall somewhat during the coming months. Price declines for such major exports as coffee and sugar, however, are not anticipated to be very severe over the short-term. Some commodities, like soybeans, may suffer a more precipitous price drop, but larger export volumes should partially offset this potential loss.

On the other hand, meat prices are expected to remain relatively firm and the volume of iron ore shipments should expand significantly. Thus primary export earnings next year, presuming a relatively healthy international economy, could at least equal if not exceed this year's level.

Manufactured goods will probably have to provide the major thrust for continued export expansion. A promising beginning has been made with such items as textiles, leather goods, automotive parts and electronic components, but considerable effort will be necessary to continue augmenting



VEHICLE PRODUCTION IN RIO—*Brazil, Latin America's biggest producer of automobiles and trucks, ranks in the top ten of all vehicle manufacturing nations.*

SAO PAULO, BRAZIL'S BUSINESS CENTER — *Greater Sao Paulo, with a population of more than 9 million, is rapidly becoming one of the world's great markets.*

projected at some 2 million tons but which reached only about 700,000 tons, will necessitate a jump in imports from 1.8 million tons in 1972 to approximately 3.1 million tons this year. Finally, the rapid economic growth of the past few years has outpaced the expansion of several key industries.

The country will therefore have to import some items that previously were purchased domestically.

Even though this sharp rise in imports will offset much of the surprisingly large growth in export earnings, the merchandise account may well provide a measurable surplus this year. Such a surplus would be a significant improvement over the deficits of the past two years. The total current account, however, will undoubtedly produce a deficit because of the heavily negative balance for invisibles. The large capital account surplus may, nevertheless, be sufficient to produce an overall balance of payments surplus exceeding $2 billion.

RIO'S DOMESTIC AIRPORT — *Santos Dumont airport is near the city center. Rio, the country's second biggest market, is more consumer-oriented than Sao Paulo.*

The road ahead

The Brazilian economy faces excellent prospects in the foreseeable future. Growth will probably continue to be the government's overriding objective. Exports will likely remain a prime force for expansion, financing increasing imports of technologically advanced capital goods, semi-manufactures, primary products and fuels. This year's financial inflows and high commodity prices have eased this growing exchange burden, but these factors are volatile.

Even though retaining growth as its principal target, the government is likely to be reconsidering policies to meet the challenges of this growing nation. Economic conditions, and thus the country's requirements, certainly have changed since the current period of high growth rates began. International reserves are quite large, the inflation rate is much lower, idle industrial capacity is smaller, foreign credit is more accessible, and the economy has regained self-confidence. The need for greater investments in certain sectors, such as heavy industry, agriculture and transport, has been recognized.

The growth and confidence achieved to date have also begun to stimulate greater inquiry into some basic questions that had previously been largely subordinated to the growth objective. There may be a reexamination and more careful delineation of policy toward such questions as income distribution versus investment needs, the proper contribution of foreign capital, the need for modern technology and research, and the appropriate role of government enterprises.

—Bureau of Int'l Commerce

U.S. Lead In LNG Shipbuilding To Give Nation More Energy

With the keel-laying for a 926-foot long vessel at Quincy, Mass., earlier this month, U.S. shipbuilders entered into the expanding world market for advanced liquefied natural gas tankers.

The keel-laying initiated the construction of the first LNG tanker to be built in the United States.

American shipbuilders have orders for a total of 13 of those complicated ships, which carry their cargo at a temperature of minus 260 degrees Fahrenheit.

In addition to providing American shipyards with almost $1.3 billion in orders, these ships will play a significant part in helping the U.S. meet its expanding demand for clean-burning natural gas. The first ship, whose keel was laid this month, and two sister ships will be used to haul Algerian natural gas to the East Coast.

Quincy shipbuilding

Being constructed by General Dynamics Corp.'s Quincy Shipbuilding Division, these three vessels and four others recently ordered from the yard give it a backlog of orders valued at $650 million.

From a dollar standpoint, this commercial orderbook exceeds those of all other American shipyards. The ships represent 21,000 man years of employment for the Quincy yard and its subcontractors. The Quincy work force is expected to grow from its present 2,700 to 5,000 persons at the height of production.

General Dynamics' latest four-ship contract, let last month, brought the number of LNG vessels being built for U. S. flag operations to 13, and "elevated the American shipbuilding and shipping industries to a point of world leadership in this field," according to Robert J. Blackwell, Assistant Secretary of Commerce for Maritime Affairs.

At least another 20 LNG tankers will be ordered by American flag operators over the next five to seven years, Blackwell said.

General Dynamics obtained its first order for three LNG tankers in the fall of 1972, the first such contract awarded to an American yard. Last month, its second contract for four additional LNG ships was significant for several reasons, said Blackwell.

A primary significance was this yard won this contract without any subsidy assistance and these LNG ships will be the first American-flag vessels built without subsidy in this country for foreign trade operations in modern times.

The Assistant Secretary for Maritime Affairs was the principal speaker at the keel laying ceremony. His wife, Mary Ann, performed the traditional keel-laying ritual, welding her initials on the 98-ton backbone.

The LNG tankers have a beam of 143 feet and a draft of 36 feet and cruise at 20.4 knots.

General Dynamics will use the Moss-Rosenberg spherical containment design which incorporates five 120-foot diameter spheres capable of containing about 4.4 million cubic feet of liquefied gas.

The first three ships will be built for Cryogenic Energy Transport, Inc., LNG Transport, Inc., and Liquigas Transport, Inc., for operation by Summit Marine Operations, Inc. These ships will transport Algerian natural gas under contract to Eascogas LNG., Inc., a

LNG CARRIER STARTED—*This 98-ton keel laid at Quincy, Mass., marks the start of construction of the nation's first giant liquefied natural gas tanker. Workers are shown at the ceremony.*

subsidiary of Boston's Algonquin Gas Transmission Co., and the Public Service Gas and Electric Co. of New Jersey.

Buyers of the other four LNG tankers will be Cherokee I, Cherokee II, Cherokee III and Cherokee IV Shipping Corps. The vessels will be used to transport liquefied natural gas under a contract between Burmah Oil Ltd., and the Indonesian state-owned oil and gas company PERTAMIA. The pact covers gas sold by PERTAMIA to buyers in Japan.

Noting that General Dynamics' Quincy yard faced closing less than two years ago before it shifted its sights to the LNG market, Blackwell praised the "aggressive marketing plan" and the "impressive manner in which the gap between U. S. and foreign shipbuilding has narrowed during the past 14 months . . ."

He added that the Quincy yard's credentials include construction of nuclear powered frigates, the *SS Manhattan*, the first 100,000-ton tanker built in this country, as well as the three Seabee barge carriers which are among the most advanced general cargo ships in the world.

Summing up the effects President Nixon's maritime program has had on the collective maritime industry, Blackwell noted that to date $2.4 billion in subsidized shipbuilding contracts have been awarded under the program.

The program started with enactment of the Merchant Marine Act of 1970 which restructured federal maritime policies to make bulk carrier vessels, such as tankers and LNG ships, eligible for construction and operating subsidies. This provision gave American yards access to a big and previously untapped market for their services.

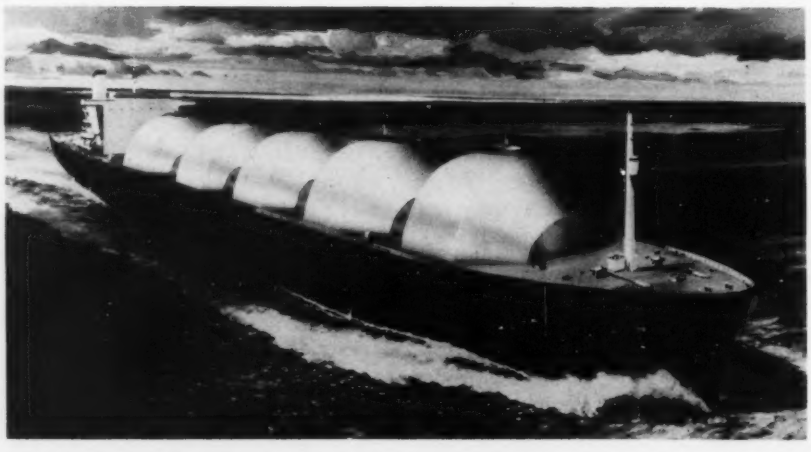
"The stepped up level of shipbuilding in this country means that a steady stream of new, highly efficient ships will join our fleet in the months and years ahead," Blackwell continued, "this will greatly enhance the ability of the American merchant marine to compete with its foreign flag counterparts."

He added that during the first three quarters of the year, 21 new vessels were delivered, and by year's end, this number will have grown to 35.

Blackwell noted further that energy carriers predominate in the mix of ships generated by the maritime program. In addition to the LNG's tankers are being built ranging up to 265,000 tons, and it is expected that contracts for tankers in the 400,000 ton size range will be let in the near future.

—Maritime Administration

TANKER KEEL LAID—*Mrs. Robert J. Blackwell, wife of the Assistant Secretary of Commerce for Maritime Affairs, wire brushes her welded initials on the keel of the nation's first liquefied natural gas tanker at General Dynamics' Quincy Shipbuilding Division. Other participants in the ceremony included Herbert Hendrix, welder; P. Takis Veliotis, president, Quincy Shipbuilding Division; David S. Lewis, board chairman, General Dynamics; and Assistant Secretary Blackwell.*



ARTIST'S CONCEPTION—*An artist rendering shows the 125,000 cubic meter capacity liquefied natural gas carrier. Seven will be built at Quincy shipyard.*

China Trade Nears Billion Mark, Despite Lag In Sales Know-How

While advances in the increasingly cordial Sino-American commercial relationship now are supporting a two-way trade approaching the billion dollar mark, many American traders are still not well informed about Chinese business methods.

This is the conclusion of a Commerce Department international trade specialist who has just returned from an extended tour of the People's Republic of China that included a series of meetings with Chinese trade corporation leaders and consultations with the staff of the new U.S. Liaison Office in Peking, as well as a visit to the Kwangchow (Canton) Fair.

American traders investigating the Chinese market are advised by the specialist, William Clarke, director of PRC Affairs in Commerce's Bureau of East-West Trade, to note the following points:

► It is essential to recognize that China's Foreign Trade Corporations (FTCs) will be involved in every transaction.

► Proposals made to the Foreign Trade Corporations must be concise, direct, complete in important details, yet avoiding overly sophisticated terminology.

► English is probably the best language currently for the proposals and supporting documents, because most of the translations now being done in the U.S. fall short of the level of commercial Chinese used in Peking.

► An invitation from a trade corporation to visit Peking is a significant indication of commercial interest by the Chinese.

► Send qualified technical-commercial decision-makers who can meet with the Chinese twice a day for weeks, if necessary. Leave interpreters home, except those with technical qualifications in their own right.

Over a three-week period ending in mid-November, Clarke discussed business relations with officials of China's Ministry of Foreign Trade and its subordinate Foreign Trade Corporations in Peking, visited factories and a commune in the Shanghai area, and observed the fall China Export Commodities Fair in Kwangchow (Canton). He reviewed Sino-American commercial problems with the staffs of the U.S. Liaison Office in Peking and the U.S. Consulate General in Hong Kong, as well as with American businessmen he encountered en route.

While Clarke was in Peking, the delegation of the National Council for U.S.-China Trade arrived, the first U.S. commercial mission to visit the People's Republic. The concrete results achieved should markedly facilitate mutual business relations, Clarke believes (see box on page 12). The Council's success, taken with the visit by Secretary of State Henry A. Kissinger, mark significant further progress toward normalization of the two countries' commercial relationship, now moving toward a 1973 figure of $800-900 million in total trade.

The Kwangchow Fair, held annually in the spring and the fall, is the chief mechanism of the Chinese to market their exports. Only Chinese goods are on display. Contracts signed during the fairs' periods have traditionally accounted for a large proportion of China's annual exports, which totaled almost $3 billion in 1972 and will be still greater this year. Also on the increase at the fair,

The first U.S. commercial mission to visit the PRC since the 1949 revolution has returned with significant results. The mission, headed by Donald C. Burnham of Westinghouse and Christopher H. Phillips, both officers of the National Council For U.S.-China Trade, visited Peking, Shanghai, Hangchow and Kwangchow at the invitation of the China Council for the Promotion of International Trade (CCPIT).

While in Peking, the delegation met with Vice Premier Li Hsien-nien, Li Ch'iang Minister of Foreign Trade, and Wang Yao-ting, who heads the host China Council.

The two councils agreed on the following:

► The CCPIT has accepted the National Council's invitation to send a trade delegation to the U.S. The visit next year will be the first such PRC commercial mission to the U.S.

► An exchange of trade exhibitions by the two countries has been accepted in principle. These exhibitions will be the first of their kind in either country.

► Sales and purchasing missions will be exchanged, as required, to build understanding of each other's national markets.

► Trade, economic and technical information will be exchanged, to augment knowledge of the economic and trade policies of the two nations.

The U.S. Government, in supporting all efforts to increase Sino-American trade, looks forward to the results that can follow from these agreements, according to informed officials.

moreover, are contracts concluded by the Chinese FTCs for the purchase of foreign goods and technology.

Attendance by Americans and the amount of business done by U.S. firms at the 1973 fall fair topped previous levels. Estimates by the staff manning the U.S. Government suite at the nearby Tung Fang Hotel are that 245 Americans came to the fair, compared to 160 last spring. About 130 U.S. firms were directly represented.

Contracts concluded by the U.S. firms reached about $40 million, of which $25 million represented purchases from the Chinese and the balance sales made to FTCs at the fair. This compares to a previous high for the U.S. of $30 million at the 1972 fall fair.

In contrast to last spring's event, which was marked by sharply advanced prices for Chinese goods, the fall fair found the American visitors generally more satisfied. Treatment was cordial in all respects. Foundations were laid by a number of U.S. traders for what they believe will be close and long-term business relations. Most importantly, the Chinese demonstrated a willingness to begin meeting American requests on packaging, labeling and design modifications. Such flexibility appears to stem from the realization by the Chinese that to expand their exports and compete in the West, they must accommodate to the more sophisticated conditions in those markets.

Opportunities are now opening up for American buyers to visit Chinese plants producing the commodities they are interested in purchasing. Although supplies of Chinese goods were somewhat more plentiful at the fall fair, a number of shortages were still being encountered. As a result, U.S. purchases were limited in some areas.

The U.S. sales performance at the fair, while better than at earlier fairs, was also inhibited by worldwide shortages in such items as phosphate rock, oilwell casing, and polyester staple. Opportunity for American exporters to do business at the fair appears to be on the increase. Some U.S. firms that have been seeking invitations to discuss business with the FTCs in Peking instead find themselves invited to the fair. Clarke suggests that such invitations be regarded as important, because a number of foreign firms have found that after preliminary discussions with the FTCs at the fair they have been subsequently advised to proceed to Peking for more detailed negotiations.

The concept of the semiannual Kwangchow Fair appears to be solidly embedded in Chinese trading attitudes and practices. Near the Tung Fang Hotel on the city's outskirts, where the Western fair-goers stay, the Chinese are constructing a huge new fair building, a new railway station, and several new hotels. There is some question as to whether this complex will be ready next spring, but it is likely to be open for use next fall.

In keeping with the importance attached to the fair by the Chinese, and with the still relatively limited American experience in handling trade opportunities at the fair, the U.S. Government is finding the operation of its suite at the Tung Fang Hotel, and the reference materials on file there, to be of substantial benefit to the U.S. business visitors. At the recent fair, the suite was staffed at various times by Herbert Horowitz and William Rope from the U.S. Liaison Office in Peking and Linwood Starbird and Robert Perito from the U.S. Consulate General in Hong Kong.

About trade conditions

Discussing current trading conditions in the People's Republic as he observed them on his tour, Clarke explained:

"To export to China, one must understand the role and the meth-

ods of the FTCs—the Foreign Trade Corporations. While it may be useful to seek assistance from the Chinese Liaison Office in Washington, or from Peking's China Resources Corporation in Hong Kong, there is no avoiding the FTCs, either in Peking or at the fair. They are large, busy organizations, some in the billion dollar class, whose attention is being eagerly sought by all foreign enterprises interested in China trading. For the U.S. firm's sales proposal to receive the desired attention by the FTCs, it must follow certain basic guidelines. A disturbing number of proposals seen in Washington and in Peking do not."

Clarke elaborated on this point, in emphasizing its importance:

"The business proposal must be concise and direct, yet contain sufficient detail for an initial appreciation and analysis by the Chinese. In many cases the Americans use their customary domestic sales 'lingo,' which is much too sophisticated for the typical FTC translator. This is particularly true of firms seeking to promote management and consultant services—which are headed for difficult contract problems even under the best of circumstances. In other instances a multi-division or multi-product corporation causes confusion by trying to sell everything it produces, instead of concentrating on several specific products. Some proposals are so imprecise that the FTC bureaucrat is left to guess at the technical specs of the commodity or process being offered.

IN THE CAPITAL — *Characteristic view of Peking today, photo shows the Gate of Heavenly Peace opposite Tien-an Men Square. It opens into the Imperial City.*

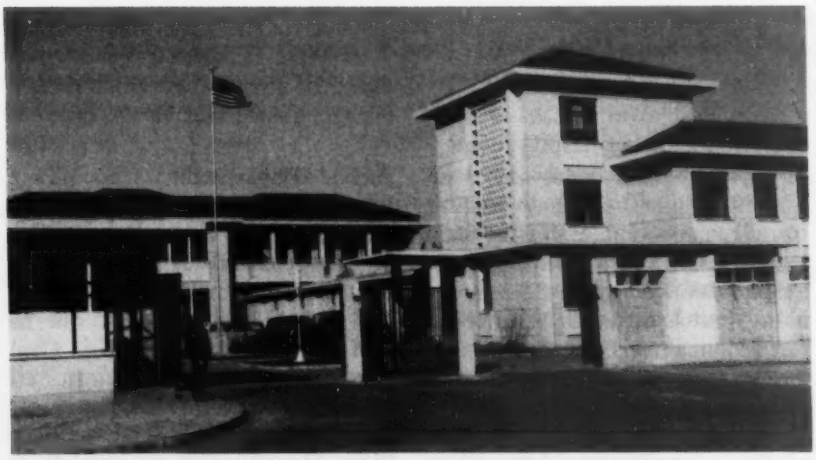
"Generally it is best to have a relatively short covering letter identifying the commodity, process or service being offered, with easily located attachments containing the detailed technical specifications. It is important to distinguish between these attachments and other generally supportive papers such as annual reports or reprints of published articles.

Send at least 10 and preferably 20 copies of technical specifications to all FTCs for distribution by them to end users. One exception: at the FTC called Techimport, five copies will do. Do not bother with translations into Chinese. Most of them done in the U.S. fall well short of the commercial Chinese currently used in Peking. It is not necessary to address proposals to individual officials. It is useful to send copies of proposals to the Liaison Offices of the Chinese in Washington and the U.S. in Peking."

Clarke described the nature of business contacts in China:

"If you receive a reply from an FTC inviting you to Peking or to the fair," he said, "treat it seriously. In my view, it means the Chinese have a definite requirement for the offered commodity or process and will eventually contract for it with someone. Send qualified technical and commercial people in response to such invitations, people who can make decisions and who are prepared to meet with the Chinese twice a day for some weeks if necessary. While in Peking, plan to call on Herb Horowitz or Bill Rope in the commercial section of the Liaison Office. They are well informed on FTC activities.

"The quality of the FTC interpreters you meet will vary. Expect to have more difficulties with language interpretation in the com-



U.S. LIAISON OFFICE — *This compound, specifically built for the United States, houses both commercial offices and the residence of Mission head David K. Bruce.*

China Foreign Trade Corporations Listed

The following is a listing of Chinese Foreign Trade Corporations (FTC), with their addresses and the commodities handled by each.

China National Chemicals Import and Export Corp., Erh Li Kou, Hsi Chiao, Peking.

Rubber, rubber tires, and other rubber products, petroleum and petroleum products, chemical fertilizers, insecticides, fungicides, pharmaceuticals, medical apparatus, chemical raw materials, dyestuffs, and pigments.

China National Native Produce and Animal By-Products Import and Export Corp., 82 Tung An Men Street, Peking.

Tea, coffee, cocoa, tobacco, bast fiber, rosin, feeding-stuffs, timber, forest products, spices, essential oils, patent medicines and medicinal herbs, as well as other native produce, bristles, horsetails, feathers, down, feathers for decorative use, rabbit hair, wool, cashmere, camel hair, casings, hides, leathers, fur mattress, fur products, carpets, down products, living animals.

China National Light Industrial Products Import and Export Corp., 82 Tung An Men Street, Peking.

Paper, general merchandise, stationery, musical instruments, sporting goods, toys, building materials and electrical appliances, fishnets, net yarns, leather shoes, leather products, pottery and porcelain, human hair, pearls, precious stones and jewelry, ivory and jade carvings, lacquer ware, plaited articles, furniture, artistic handicrafts, and other handicrafts for daily use.

China National Textiles Import and Export Corp., 82 Tung An Men Street, Peking.

Cotton, cotton yarns, raw silk, steam filature, wool tops, rayon fibers, synthetic and manmade fibers, cotton piecegoods, woolen piecegoods, linen, garments and wearing apparel, knitted goods, cotton and woolen manufactured goods, readymade silk articles, drawn works.

China National Cereals, Oil and Foodstuffs Import and Export Corp., 82 Tung An Men Street, Peking.

Cereals, edible vegetable and animal oils and fats, vegetable and animal oils and fats for industrial use, oil seeds, seeds, oil cakes, feedingstuffs, salt, edible livestock and poultry, meat and meat products, eggs and egg products, fresh fruits and fruit products, aquatic and marine products, canned goods of various kinds, sugar and sweets, wines, liquors and spirits of various kinds, dairy products, vegetables and condiments, bean flour noodles, grain products, canned goods, nuts and dried vegetables.

China National Machinery Import and Export Corp., Erh Li Kou, Hsi Chiao, Peking.

Machine tools, presses, hammers, shears, forging machines, diesel engines, gasoline engines, steam turbines, boilers, mining machinery, metallurgical machinery, compressors and pumps, hoists, winches and cranes, transport machinery (motor vehicles) and parts thereof, vessels, etc., agricultural machinery and implements, printing machines, knitting machines, building machinery, machinery for other light industries, ball and roller bearings, tungsten carbide, electric machinery and equipment, telecommunication equipment, electric and electronic measuring instruments, and scientific instruments.

China National Metals and Minerals Import and Export Corp., Erh Li Kou, Hsi Chiao, Peking.

Steel plates, sheets and pipes, steel sections, steel tubes, special steel railway materials, metallic products, pig iron, ferroalloys, nonferrous metals, precious rare metals, ferrous mineral ores, nonferrous mineral ores, nonmetal minerals and products thereof, coal, cement, and hardware.

China National Technical Import Corp., Erh Li Kou, Hsi Chiao, Peking.

Importation of complete plants and technology.

mercial negotiations rather than in the technical discussions. It is not useful to bring along an interpreter, unless he or she is a member of the negotiating team for other capabilities."

The Commerce Department official spoke of trade possibilities:

"If you do not receive a response to a proposal, follow it up after about two months. But, let's face it, there are only a finite number of foreign commodities and processes the Chinese are now seeking, to carry out annual plans for their industries. Yours may not be among them. Since the Chinese are not volunteering such market information at this time, and since they have not made public the details of their annual and five-year plans, it is difficult to know whether a specific proposal is close to hitting the mark. At the Commerce Department, however, knowledge of the PRC market is expanding and it may be of value to call upon or write the Department's Bureau of East-West Trade. Or, if in Hong Kong, it can be useful to call upon the U.S. Consulate General commercial staff headed by Morris Allen, or try for an appointment with the PRC's China Resources Corporation."

—Bureau of East-West Trade

New District Office Boundaries Mean Better Service To Business

The New Federalism will get a strong boost January 1 when the U.S. Department of Commerce redraws the boundary lines of its Office of Field Operations' District Offices to parallel the geographic boundaries of the individual states.

"The new arrangement will provide us with more continuity, and will permit mutual planning between our District Offices and the economic development agencies of the individual States," says Joel B. New, Director of the Office of Field Operations.

Commerce's field organization has previously been organized on a market basis, with each office being responsible for a particular marketing area, regardless of state boundaries. This had a strong logic to it, particularly in the era before the different State Governments begin taking an active role in economic development through agencies specifically set up for the task.

The old system worked well enough, but it resulted in some rather awkward arrangements. For example, different parts of the State of Idaho were served by the Seattle, Portland and Salt Lake City offices. Needless to say, this made it a bit difficult to plan an Idaho-wide program. Several other states were divided among more than one office, none of which were located within the State.

Under the new arrangement, every State that is served from outside the State will be the responsibility of a single office; each state that is divided will be served only by offices within its own boundaries (California, Florida, Georgia, New York, Ohio, Pennsylvania and Texas).

"This may not sound like a lot of change, but believe me, it will certainly cut out a lot of overlap, and it puts us in a much better position to serve the business community," says New.

"The Domestic and International Business Administration, of which the District Field Offices are a part, has as its primary mission the conduct of the Department's activities aimed at promoting progressive American business policies and economic growth, and strengthening the international commercial position of the United States. In carrying out this mission, there is a definite need to work closely with the Economic Development agencies of the 50 states. The realignment of field office territories along state boundaries will be of great assistance in developing stronger Federal-State relationships in this important area."

Tilton H. Dobbin,
Assistant Secretary of Commerce for Domestic and International Business

The boundaries of each of the six regions into which Commerce has divided the country conform overall to the borders of the ten Standard Federal Regions created by President Nixon. Several of the Commerce regional areas contain more than one Federal region, because the six were drawn to serve approximately equal areas of industrial activity, whereas several other variables entered into the drawing of the Federal regions.

Each Regional Office is headed by a Regional Director who is responsible for overall direction and coordination of Departmental programs to be carried out in his region. These programs include Export Expansion, Business Assistance and Support Services, particularly those having to do with Associate Offices, Industrial Mobilization and Emergency Readiness, and Federal-State Relations.

Chief contact

The Office of Field Operations is the Commerce Department's principal medium of contact at the local level with the U. S. business community. With 43 District Offices located in major U. S. industrial and commercial centers, its objective is to improve the rate of U. S. economic growth and the competitive position of American

HOW IT LOOKS—*Heavy lines are regional boundaries, broken lines show areas of individual District Office responsibility.*

goods in world markets by providing local business communities with informational services, technical business data and counsel on Departmental programs and related marketing aids.

In addition to the Commerce Department's programs for export promotion, the District Offices advise and counsel the business community concerning the programs of the Agency for International Development, the Export-Import Bank, the Foreign Credit Insurance Association and the Overseas Private Investment Corporation.

Domestically, OFO implements programs of the Bureau of the Census, U.S. Patent Office, National Technical Information Service, National Bureau of Standards, Cost of Living Council, Office of Minority Business Enterprise, Bureau of Resources and Trade Assistance, Office of Industrial Mobilization, and the Bureau of Domestic Commerce.

Additionally, many District Offices serve as Sales Agents for the Government Printing Office, cosponsor with the Department of Defense and Congressional delegations Government procurement and other types of business development conferences, as well as providing an important channel of feedback information from the business community.

Tremendous increase

"Recent years have seen a tremendous increase in State Government's interest in economic development and, more recently, in export expansion," says New. "Thirty-seven of them now have fully-staffed export development offices. We had to come up with something that would take into account the tremendous job these organizations are doing, and somehow dovetail our operations with theirs. We think this new reorganization is the answer.

"Reaction from the field has been encouraging," continued New, who have been at both ends of the Field Service operation. He directed the Greensboro District Office before assuming his present post in July 1973, and has been affiliated with Commerce in various capacities since 1957. "Most of the people in the field seem to think this will simplify their operations, and at the same time make them much more effective in their dealings with the business community.

"Our people will be serving exactly the same community that the local authorities we must work through are serving. It should do away with a lot of duplicated effort.

"I'm not saying that the millennium is here," cautions New. "We expect a few rough spots, and I'm sure there will be problems that we haven't anticipated.

"But we think this is a giant step in the right direction for us. We intend to make the transition as smooth as possible to assure the least possible interruption to business needs," New concluded.

DOMESTIC BUSINESS REPORT

- **Industry highlights—shoe industry, recreational vehicles**
- **Sharp increase in trucks used for recreation in '72; '74?**
- **Payrolls, employment in private sector points upward**
- **U.S. insurance firms topped $416 million in business abroad**

New '74 Ferrous Scrap Export Policy Set

Export licensing policy for ferrous scrap for the first quarter of 1974 permits licensing of up to 2,100,000 tons in that period.

Secretary Dent announced the new policy which was described in detail in an export administration bulletin, No. 105. The policy includes a reporting requirement for exporters, to provide base period information and rescinds the present reporting requirements.

Allocated tonnage by country is based on historical patterns for the base period July 1, 1970, through June 30, 1973. In the case of Japan, the allocation includes an additional 100,000 tons in recognition of the voluntary deferral by the Japanese of two million tons of contracts from 1973 to 1974.

"Our policy," Secretary Dent stated, "carefully weighs the need to assist, to a proper degree, our traditional trading partners who sorely need scrap; the importance to our balance of payments and balance of trade of sales of ferrous scrap; but, above all, the absolute necessity to assure the maximum possible supply of scrap to our domestic steel industry so that it can maintain jobs and fulfill the needs of domestic steel's customers.

"We shall continue very careful monitoring of the steel scrap situation and will review the situation before the end of the first quarter 1974."

Secretary Dent also announced that U.S. exports of ferrous scrap in October totaled 757,000 short tons. This is 268,000 tons below September and the lowest monthly export since April's 752,000 tons. Exports to Japan in October amounted to 176,000 tons, compared with 594,000 tons in August and 313,000 tons in September.

For the first 10 months of this year, exports were 9,982,000 tons, of which 4,512,000 went to Japan.

The Commerce Secretary also indicated that the Cost of Living Council had agreed to consider requests from scrap exporters for exceptions from the Council's profit-margin rule 150.11 which may in some cases inhibit the redirection of export tonnage into the domestic market.

Country Quotas
Ferrous Scrap Exports
First Quarter 1974

	Short Tons
Argentina	*34,800*
Canada	*200,300*
EEC	*197,400*
Greece	*22,800*
Japan	*823,300*
S. Korea	*123,700*
Mexico	*165,000*
Spain	*182,000*
Taiwan	*100,700*
Thailand	*14,800*
Turkey	*27,600*
Venezuela	*50,000*
All Others	*57,600*
Total	*2,000,000*
Contingency reserve	*100,000*
Total licenses	*2,100,000*

Industry Highlights

Shoe Industry, Others Face Supply Dislocation Problems

(Industry Highlights is prepared by the Office of Business Research and Analysis, Bureau of Domestic Commerce.)

U. S. shoe manufacturers are experiencing a shortage in supplies of shoemaking materials. Uncertainties in prices and availability of leather supplies and the effort to maintain some stability in pricing during the past year prompted many manufacturers to convert a substantive share of production in shoe uppers to synthetic materials —vinyls, poromerics, and plastics.

This conversion required a significant investment in equipment ideally suited for using petrochemical-based synthetics.

In the first nine months of this year, 43 percent of production in shoe uppers was of material other than leather, whereas the percentage was 34 percent in the same period of 1972. Now, however, critical shortages and sharply rising prices of the petrochemicals required to produce these synthetic materials are adversely affecting production.

Of the basic chemicals used by manufacturers of synthetic tanning materials and leather finishes, phenol appears to be the most critically short item. Although the leather industry is not a primary industrial user of phenol, this chemical is basic for leather finishes. There is no substitute.

Sodium chemicals used in detergents for degreasing hides are also difficult to obtain, as are many of the solvents and thinners, such as butyl and ethyl acetate, used in the production of lacquers needed for coating or waterproofing specific types of leathers.

The resulting curtailment and delay in deliveries of synthetic materials to shoe manufacturers and of shoes to wholesale and retail outlets is posing increasing problems. The situation for shoe manufacturers, who report that a continuation of the present situation could cause plant closings in the next few months, is further complicated by the recent discontinuance of major tanning operations. This has curtailed the supply of leather.

Tannery closings during Phase 3½ of the Economic Stabilization Program were due to high priced and uncertain supplies of hides and the prospect of substantial expenditures to control tannery effluent, which made operations economically unfeasible.

The overall problems being encountered by the U. S. shoe industry will most likely result in increased imports, as evidenced by the fact that in the first seven months of 1973 domestic production dropped by 7 percent while imports increased by almost 9 percent. In this same time period, imports accounted for 41.5 percent of U. S. consumption of nonrubber footwear, up from 36.8 percent in the comparable 1972 period. In 1972 imports accounted for 35 percent of the U. S. market, up from 32.9 percent in 1971 and 25.5 percent in 1969.

Recreational vehicles

The recreational vehicle market which had been increasing yearly has been sharply curtailed by the gasoline shortage. The 23,000 dealers, who make up the market, had sales of $613 million in 1972 with $567 million in additional revenues from service, rentals, and sale of accessories. However, an industry survey in early November found that 87 percent of the dealers responding reported declines in sales as compared with November 1972.

Recreational vehicles, like most vehicles, are financed for dealer inventory on a short term basis. The note then must be paid in full or continued on higher terms. The sales boom brought many thinly capitalized dealers into the business and many of them may experience serious financial difficulty as a result of the current sales drop. Others, who have combined recreational vehicle dealerships with other sales franchises, will also face severe financial losses.

Activity in other industries includes:

- **Stockpile legislation** — Action on legislation authorizing sale of stockpile copper, zinc, aluminum, and silicon carbide now appears forthcoming by the end of this session. New hearings on zinc, aluminum, and silicon carbide were scheduled for early December.

- **Shipbreaking**—Both the shipbreaking and steel producing industries are expressing interest in leasing Navy piers to increase capacity of the shipbreaking industry. No contracts have been signed to date.

- **Fertilizers** — Subsequent to their deregulation by the Cost of Living Council, fertilizer material prices have increased by 15 to 35 percent. This increase is not as high as was predicted by some industry spokesmen immediately after deregulation was announced. The highest price increases were registered in the high analysis nitrogenous fertilizers, anhydrous ammonia, and urea. These increases amounted to approximately 32 percent.

- **Steel mill prices**—On Dec. 1 many major steel producing companies prenotified price increases to the Cost of Living Council for steel mill products other than sheet and strip which were authorized

increased in October. U. S. Steel Corp. announced on Nov. 27 that it is requesting the Cost of Living Council to approve average price increases of 6.5 percent on steel plates, structurals, rails, tubular products, wire rods, wire, bars and semifinished steel. Prices on these products were last increased Jan. 1, 1973.

• **Cement**—In exempting cement from wage and price controls, the Cost of Living Council has been assured by major producers that prices would not be raised before Jan. 1, 1974, and that they would remain essentially stable during the first half of 1974. Price increases of 10 percent are expected to go into effect on Jan. 1. Decontrol is expected to result in some capacity expansion. It also should help to keep open some plants which were facing closing because of environmental problems. —*BDC*

ONE COMPANY'S ANSWER—*While industries struggle with materials shortages created by the energy crisis and scientists probe the depths of the earth in search of more energy, the American business community is coming up with some unique ways of conserving fuel. As a conservation measure Emery Air Freight plans to double the size of its New York City bicycle fleet to 30 units. The three-wheeled bicycles were deemed far more efficient in congested midtown Manhattan than gasoline powered delivery vehicles. Messengers shown outside Emery's East 49th Street bicycle depot carry shipments weighing up to 25 pounds apiece by bicycle.*

Geothermal Tap's Effect On Land Is Studied

If underground hot steam and water are tapped to generate electric power in the Imperial Valley of California, how much will the land of that area sink as a result? That is the question being evaluated in a four-month geodetic survey conducted by the National Geodetic Survey.

The survey is being made in cooperation with Imperial County and other federal and state agencies which propose to use geothermal energy for generating power and for providing additional water supplies for the valley.

Elevations along a 150-mile route will be determined. These elevations will enable surveyors to control the accuracy of a 370-mile network being surveyed throughout the valley. This network was established in 1972 and is being surveyed again to determine the rate of earth movement before geothermal operations begin.

Survey data will provide Imperial County with a history of earth movement which will serve as a basis of comparison for determining movement which may occur when hot steam and water are withdrawn from geothermal wells.

The survey will proceed from Wister through Niland, Calipatria, Rockwood, Brawley, Imperial and El Centro to Calexico and from Ogilby through Holtville, El Centro, Seeley, Dixieland and Plaster City to Coyote Wells.

Interest In Housing, Jobs, Income Reflected In Censuses' Questions

Questions asked in all 19 U.S. decennial censuses, starting with the first in 1790, are summarized in a publication just issued by the Census Bureau.

The questions relate chiefly to social and economic aspects of the nation's population and reflect the keen interest the people of the U.S. have shown in facts about themselves and conditions affecting their lives. They also reflect changing concerns and data needs.

Throughout the 19th century, for example, there was a strong emphasis on detailed facts about the handicapped and the institutional population whereas in the 20th century there has been more interest in housing, employment, and income. During the most recent censuses (1960 and 1970), special attention was given to geographic location of work and means of transportation to jobs.

Special summary charts show the types of inquiries in all censuses taken to date, and in many cases, the principal data-collection questionnaires used are reproduced so that wording of the questions may be compared.

Copies of "Population and Housing Inquiries in U.S. Decennial Censuses, 1790-1970," Working Paper 39, may be obtained for $2.50 each from the Publications Distribution Section, Census Bureau, Washington.

Sharp Increase In Trucks Used For Personal Activities In '72; '74?

A sharp increase has occurred in recent years in the number of trucks used for personal transportation purposes, such as outdoor recreation and general utility uses. The increase has been such that it may be indicative of a trend.

The shift in truck use is detailed in a report entitled "Truck Inventory and Use Survey, 1972 Census of Transportation," TC72-T52, prepared by Commerce's Bureau of the Census.

The report, which is based on a sample, shows that 19,745,000 trucks were registered in the U. S. in 1972. This compared with 15,360,000 registrations in 1967 and 12,726,000 registrations in 1963, when previous censuses were taken.

Of the trucks registered in 1972, 8,122,000 or 41.2 percent were used primarily for personal transportation. This compared with 33.6 percent of the trucks in use in 1967 and 24.5 percent in 1963.

Transportation specialists in the Census Bureau attribute the increase to a growing trend in the use of trucks in place of automobiles for a wide variety of purposes, such as travel to and from work, camping and fishing expeditions and other forms of outdoor recreation.

They point out that families in many cases buy a small truck in place of a second car. Such trucks, they explain, have many advantages that a car would not have, including space in which to transport a variety of things, room in which to prepare food, provision for sleeping quarters, and other conveniences. Moreover, small trucks are being built now in attractive styles, and often are air-conditioned and are equipped with other comforts. In consequence, such trucks have acquired a respectability that the truck did not have in the past.

Of the trucks used for personal transportation, 97.7 percent were of the pickup, panel, multistop, or walk-in types.

The report explains that 73.3 percent of all trucks in use in 1972 were of these types as compared with 70.3 percent in 1967 and 65.6 percent in 1963. Large numbers of trucks of these types were used for a wide range of other purposes, such as agriculture, construction, manufacturing, wholesale and retail trade, services, utilities, forestry and lumbering, and mining. In the case of trucks for hire, furniture and other types of vans predominated.

The percentage of trucks used primarily for agriculture has shown a decline in recent years, dropping from 28 percent of the inventory in 1963 to 24.1 percent in 1967 and to 21.6 percent in 1972. The decline is said to reflect in some degree the growing consolidation of farms into larger units, and the use of larger truck types for agricultural purposes.

Percentages of the truck inventory used primarily for other important purposes follows: construction: 1972, 8.6; 1967, 9.3; and 1963, 10: wholesale and retail trade: 1972, 9.5; 1967, 12.2; and 1963, 13.7: services: 1972, 7.6; 1967, 5.5; and 1963, 8.2: manufacturing: 1972, 2.3; 1967, 2.4; and 1963, 4.6: for hire: 1972, 3.9; 1967, 4.4; and 1963, 5.9.

The number of states with more than 500,000 trucks registered increased from four in 1963 to six in 1967 and to 14 in 1972.

California led all states with 2,065,000 trucks registered in 1972, a number more than three times as great as the total for the entire New England area. Other States with high truck registrations were: Texas, 1,644,000; Pennsylvania, 765,000; Illinois, 695,000; Michigan 677,000; and Ohio, 668,000. Other States with more than half

UTILITY VEHICLE — *GMC's two-seat, six-passenger pickup for 1974 is equally suitable for work crews, family transportation or camper applications. Demand for this type vehicle was strong in 1972, a new Census report shows.*

CAMPER SPECIAL — *A new chopped van is built with side, rear and roof panels deleted to facilitate conversion to a mini-motor home as well as utility uses.*

a million trucks registered were: New York, 659,000; Florida, 622,000; North Carolina, 600,000; Missouri and Georgia 560,000 each; Indiana, 553,000; Oklahoma, 527,000; and Washington, 508,000.

The report shows that trucks registered in 1972 traveled nearly 244.5 billion miles, averaging 12,400 miles per truck. Personal transportation accounted for 79.5 billion miles, more than for any other purpose. Agriculture was next with 37 billion miles. Mileage for other major purposes follows: wholesale and retail trade, 32 billion; for hire, 29 billion; construction, 23 billion; services, 18 billion; and manufacturing, 10 billion.

The average mileage per truck for trucks used for hire was 38,400, far more than for any other purpose. Manufacturing ranked second in average truck mileage, with 22,800.

California was first among the states with 27 billion truck miles, Texas second with 23.5 billion, and Pennsylvania third with 10 billion. Alaska was last with 447 million truck miles. The District of Columbia had 178 million.

Gasoline was used by 88 percent of the trucks in 1972, while four percent used diesel or LPG fuel. (Eight percent of those surveyed did not answer this question.) Trucks using the latter form of fuel accounted for 17 percent of the truck miles. It was found that generally, the larger the truck unit, the greater the tendency toward diesel fuel use, and the greater the miles driven.

In 1972, 66.6 percent of the truck inventory was over four years old, 18.9 percent three to four years old, and 14.8 percent one to two years old. Trucks that were new when purchased constituted 50.5 percent of the truck inventory, those used when purchased 47.8 percent, and those leased or not reported, 1.9 percent.

For 41.4 percent of the trucks in 1972, maintenance was by the owner or his own repair shop. Maintenance by other means was: independent garage, 29.3 percent; dealer or factory branch, 19 percent; and all other means or not reported, 10.5 percent.

Urban, Rural Population Distribution Shown On Map

A map showing the distribution of the nation's urban and rural population according to the last census has been issued by the Census Bureau.

"Population Distribution, Urban and Rural, in the United States: 1970," (GE-50, No. 45), in color, is 42 by 30 inches. An inset shows Alaska and Hawaii. Copies are available for 50 cents from the Superintendent of Documents.

Payrolls, Employment In Private Sector Show Trend Upward

Private sector payrolls were 12 percent higher during the first quarter of 1972 than during the comparable quarter a year earlier, according to a report just issued by the Census Bureau.

The first quarter payroll in 1972 was $108.1 billion as compared with $96.5 billion a year earlier, the U. S. Summary report on County Business Patterns shows. The report covers persons employed in all but government, agricultural and railroad jobs.

Private sector employment increased by nearly two million persons to 58 million in March 1972, the report says.

Payrolls in the first quarter of 1972 were above 1971 levels in all major industry groups with manufacturing showing the greatest increase to $41.1 billion in 1972 compared with $37 billion a year earlier. Percentage gains were higher, however, in several other categories.

Payrolls in other broad industry groups were: Retail trade, $14.1 billion in 1972 and $12.7 billion in 1971; wholesale trade, $9.3 billion in 1972 and $8.5 billion in 1971; transportation and public utilities, $9.4 billion in 1972 and $8.2 billion in 1971; and contract construction, $7.8 billion in 1972 and $6.8 billion in 1971.

Among the states, New York had the highest private sector payroll in the first quarter of 1972 with a total of $12.6 billion as compared with $11.5 billion in 1971. California was next with $11.3 billion in 1972 and $10 billion in 1971 and Illinois third with $7.4 billion in 1972 and $6.6 billion in 1971.

Payrolls for all states during the first quarter of 1972 showed an increase with the average proportionate gain being 12 percent. Arizona had the highest proportionate gain in first quarter payrolls, with

a rise of nearly 23 percent over 1971. Other states showing sizable 1972 payroll gains over 1971 were: Colorado, Florida and Mississippi with 18 percent each and Arkansas, North Carolina and Virginia with about 17 percent increases.

Manufacturing accounted for the largest single segment of the 1972 private sector employment—32.3 percent in March 1972 when the information was gathered. There were 18.7 million persons employed in manufacturing at that time compared with 18.4 million in March 1971. There were 11.6 million retail trade employees in March 1972 compared with 11.1 million in 1971 and 11.1 million service industry employees in 1972 as compared with 10.6 million a year earlier.

Among the 10 leading counties, Los Angeles County had both the highest employment with 2.4 million jobholders and the highest payrolls with $5.1 billion for the first quarter of 1972. Cook County, Ill., was next with 2.1 million employees and $4.7 billion in first quarter payrolls, a figure lower than that of New York County (Manhattan), with $5 billion in payrolls. Among the 10, only New York County, Cuyahoga County, Ohio; and Kings County (Brooklyn), N. Y.; showed decreases in employment with Kings County dropping behind Dade County, Fla., in rank.

Annual series

The annual series is comprised of 53 separate reports—one for each of the 50 states, one covering the outlying regions of Guam, Puerto Rico, American Samoa and the Virgin Islands, one for the District of Columbia, and a U. S. Summary.

The reports provide figures on first quarter employment, taxable payroll data, the number of reporting units and the number of units by employment size class for some 500 different businesses and industries which cover almost the entire field of the nation's private business economic activity. The data are presented for each county, each Standard Metropolitan Statistical Area, and each state. This report series is the only annual source of such data for detailed economic industry classifications at the county level.

The reports are statistical by-products derived from employment and payroll information reported on Treasury Form 941, Schedule A. The Social Security Administration cooperates closely with the Census Bureau in developing the data.

Individual state and U. S. Summary reports of County Business Patterns may be purchased from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402, or from Commerce District Offices in major cities. The state prices vary. The U. S. Summary price is $4.35. State and county data are also available on magnetic tape.

U.S. Insurance Firms Topped $416 Million In Business Abroad

U. S. insurance companies received more than $416 million in net premiums from reinsurance sold abroad last year. This was a 30 percent over 1971 and was the highest amount ever received.

In its 23rd yearly survey of reinsurance transactions between U.S. and foreign insurers, the Commerce Department reported a net outflow of $63.1 million to foreign reinsurers in 1972, a decrease of $43.3 million from the 1971 net payments total and the lowest net outflow since 1967.

Because it does not take account of profits remitted to the United States by U. S. companies doing business abroad, this net outflow does not constitute the total effect of the international activities of the United States insurance industry on the balance of payments.

The reinsurance figures show payments of $498.5 million in premiums for reinsurance bought from foreign insurers and recovery of $273.2 million in losses. In 1971, U. S. companies paid $473.6 million in premiums and recovered $263.7 million in losses.

The reinsurance figures reported annually, are compiled by Commerce's Bureau of Economic Analysis on the basis of data supplied by insurance companies operating in the United States. Two hundred forty-nine companies furnished reports on reinsurance transactions during 1972.

They include major professional reinsurers doing business in this country and primary insurers with a substantial volume of reinsurance transactions. These companies are understood to transact virtually all the international reinsurance business done by companies operating in the U. S.

The annual summaries show the relationship to the balance of payments of reinsurance transactions between U. S. companies and insurers situated abroad.

Domestic reinsurance is excluded. The figures do not reflect premiums received by U. S. companies from their U. S. customers, because these are not international transactions.

Net premiums

Each summary shows only net premiums (premiums less commissions) paid and received and losses paid and received internationally. It does not provide a breakdown by earned premiums, losses incurred (including those incurred but not reported) and expenses incurred, which are used in normal insurance accounting practice to show underwriting results.

Although not representative of underwriting results in any given year, the annual summaries provide insight as to some long-term

trends. In 1950, when the first summary was issued, U. S. insurance companies ceded $129.7 million in premiums abroad (payments) while assuming only $17.5 million in premiums from abroad (receipts). This contrasts with the corresponding 1972 figures of $498.5 in cessations and $416.5 in receipts.

Energy Consumption Indicators, 65 Tables In Statistical Abstract

Energy consumption indicators, per capita water use, farm income from sales, and government payments to farms are a sampling of the information contained in the 94th annual edition of the *"Statistical Abstract of the U.S."* and its pocket sized companion brochure *"Statistics in Brief, 1973,"* just released by the Census Bureau.

A new feature of the *Abstract* is a 14-page "Statistics for Federal Administrative Regions and States" section. This includes selected social and economic data for the 10 new federal regions and their component states established by the U.S. Office of Management and Budget. The federal regions' section, combined with the "Metropolitan Area Statistics" section, is also available separately in a special reprint, "Statistics for Federal Regions, States, and Metropolitan Areas," priced at 85 cents.

All new tables

In all, the *Abstract* carries a total of 65 new tables. They cover such topics as energy consumption indicators, a water pollution index, military arms exports and imports by countries, U.S. assistance to Indochina, and homicides by country, and suicides by race.

In addition, continuing series have been brought up to date, and less timely data have been curtailed or eliminated. Text notes have been revised to reflect changes in definitions and source references.

The *"Statistics in Brief, 1973"* insert features, in easy-to-follow form, significant information on American social and economic life including population, vital statistics, education, employment and welfare, income and prices, government, agriculture, national defense, foreign commerce, and other subjects. A table of selected population data for census regions and individual states is also included.

The nine-page fan-fold brochure is a handy reference tool for the general public, including students, teachers, businessmen, librarians, and travelers. Selected facts from the new *Abstract* are:

- The total U.S. population has increased from 180.7 million in 1960 to 208.8 million in 1972, a 16 percent increase during that period.
- School enrollment increased from 46 million to 60 million between 1960 and 1972, up 30 percent, while school expenditures more than trebled—from $25 billion in 1960 to $83 billion in 1972. (However, enrollment declined slightly from 1970 to 1972.)
- The number of women in the labor force has shown a steady growth from 22.5 million in 1960, to 32.9 million in 1972. Women now comprise 37 percent of the total labor force.
- Arizona experienced the largest average population growth rate of all states, 4.1 percent between 1970 and 1972. The U.S. average during the period was 1.1 percent. California had the highest urban population concentration—91 percent in 1970—while West Virginia had the lowest at 39 percent.

According to a 1970 national fertility study of currently married women under 45 years of age, 44 percent of all births from 1966-1970 were unplanned, with one-third of these unwanted.

In 1969, the suicide mortality rate for white males was 17.2 per 100,000 population compared with 8.1 for men of Negro and other races; for women the rates were 6.8 for white and 2.8 for Negro and other.

Median family income

Median family income for Negro and other races averaged 63 percent of the income earned by white families in 1971, compared with 55 percent in 1965 (in 1971 dollars).

Twenty-three percent of all working Negro mothers with children under 18 years of age were below the low-income level in 1971, compared with 6 percent of the white working mothers.

Copies of the 1973 edition of the *Statistical Abstract of the United*

savenergy
★★★ to keep America working!

States may be purchased from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, or from Department of Commerce District Offices in major cities. The price for the clothbound edition is $9.60; for the paperbound, $6.30; for *USA Statistics in Brief*, 25 cents.

—*Census Bureau*

Fertilizer, Petroleum, Retail, Wholesale Are Phase IV Topics

Businessmen attempting to comply with Phase IV of the Economic Stabilization Act continue to barrage the Cost of Living Council with questions concerning application of the regulations. Recent questions covered sectors ranging from the fertilizer industry, which was recently decontrolled, to petroleum and natural gas, to wholesale and retail.

Some of the questions and answers are:

Q. On Oct. 25 fertilizer was exempted from price and wage controls. Does the profit margin restraint still apply to companies producing or trading in fertilizer?

A. According to Section 150.11, such firms remain subject to the profit margin limitation, unless they derived during their most recent fiscal year 90 percent or more of their sales from exempt items and less than $50 million from non-exempt items. However, the Cost of Living Council will excuse that part of a profit margin overage which a firm demonstrates to the Council's satisfaction is attributable to the sale of exempt items.

AMMONIA PLANT—*Interior of an ammonia plant in which nitrogen from the air is converted into fertilizer for farm use. These machines bring together gas, air and water to form ammonia.*

Q. A firm traditionally increases its prices in increments of 5 cents or some multiple. Examples are newspapers and vending machine sales. How may a firm which prices this way increase its prices under Phase IV?

A. Firms which traditionally raise prices in 5 cent increments or some multiple may continue to price those products or product lines on the customary bases. These firms must apply a cost justified percentage price increase on a weighted average basis but may, if necessary to maintain a customary incremental pricing pattern, exceed the maximum permissible price (110 percent plus percent cost-justification times the higher of base price or adjusted freeze price) on a particular item in a product line. However, such firms are not excused from the profit margin test and they must prenotify by product line pursuant to the provisions of Subpart H if their annual sales and revenues exceed $100 million.

Q. May a petroleum retailer still use the small firm exemption for his sales of non-petroleum products such as tires?

A. Yes. Sales of non-petroleum products by petroleum retailers are exempt.

Q. Section 150.11 states that a firm which does not charge a price for any item in excess of the base level for that item is not subject to a profit margin limitation in that fiscal year. Firm A increased prices within the limits allowed under Phase III. Firm A does not intend to charge prices above the base level and therefore understands that there will be no profit margin restriction in this year, which ends Dec. 31, 1973. Will firm A be subject to a profit margin limitation as of Jan. 1, 1974?

A. On Oct. 24, 1973, the term "base level" was added to Section 150.13 of the Phase IV regulations. "Base level" incorporates the idea of the higher of the manufacturing or service base price or the retail and wholesale adjusted freeze price. Section 150.11 (d) was then amended to remove the provision that "a firm which does not charge a price for any item in excess of the adjusted freeze price for that item is not subject to a profit margin limitation with respect to the first fiscal year ending after Aug. 12, 1973." As a result, Firm A will not be subject to a profit margin limitation for any fiscal year in which it does not charge prices above its base level.

Q. Retailer A buys half his regular gasoline from X and half from Y. X certifies that the (R plus M)-2 "octane number" of the gasoline he delivered is 90. Y certifies that the (R plus M)-2 "octane number" he delivered is 92. What "octane number" does Retailer A post pursuant to the amendment to the meaning of "octane number"?

A. Retailer A posts 91 as the "octane number" of the gasoline sold from his regular pump. A retailer who mixes more than one octane number of gasoline must post the weighted average octane number of the gasoline dispensed from the pump. This represents a change from the earlier definition of octane number, where, in the case of mixing two numbers, a retailer posted the lowest octane number of gasoline dispensed from the pump. Under the old rule, the Retailer A would have posted 90 as the octane number.

Great Lakes Businesses, Homes Will Be Warned Of Floods, Erosion

Businesses and homes situated along the Great Lakes are to be provided flooding and shore erosion warnings as the region enters the peak of the winter storm season.

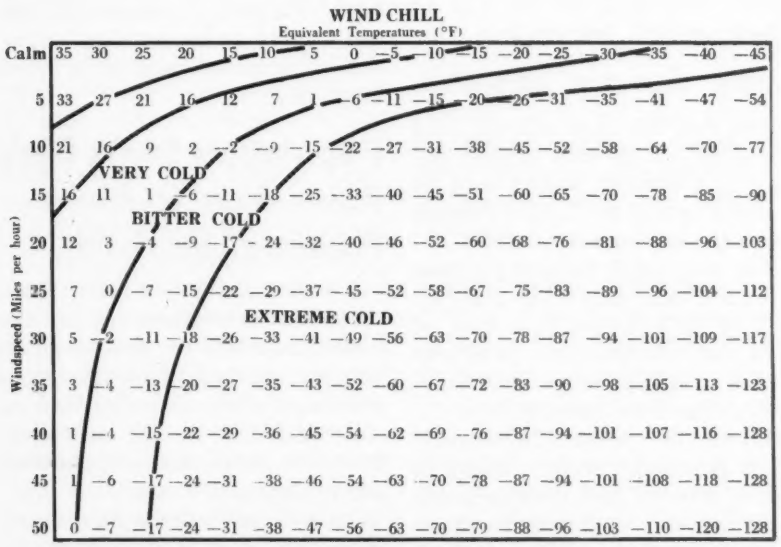
The Lake Survey Center of the National Oceanic and Atmospheric Administration's National Ocean Survey reports that the water level in all of the lakes except Ontario is well above the long-term average for November, although slightly lower than last year's record highs. Accelerated release of water from Lake Ontario through the St. Lawrence River has lowered its level to a point only three inches above the long-term November average.

The high water levels are not dangerous in themselves; it is the added ingredient of winter storms that brings the threat of flooding and erosion. Between September and April, winter storms approach the Great Lakes region from the central part of the country, with the greatest number occurring between November and January. If the storm winds blow along the axis of a lake, the water is driven to the end of the lake. Piled-up waters flood into low-lying areas, and the wind-whipped waves beat at the shorelines, causing serious property losses. Just a year ago strong November winds piled up Lake Erie's water at its western end, and the ensuing flood caused $22 million damage.

Flood danger is greatest in low-lying areas bordering Lake Erie, the Detroit River, Lake St. Clair, and Lake Huron's Saginaw Bay. Shores along the rest of Lake Huron, Lake Michigan, and Lake Superior could be seriously eroded.

Great Lakes-area offices of NOAA's National Weather Service receive a continuous flow of lake-level observations from the Agency's Lake Survey Center. With this information, whenever there is a likelihood of strong, sustained winds over the lakes, forecasters are ready to provide computer-assisted predictions of storms in advance of rising water.

These Lake Shore Warnings, indicating that flooding or erosion is expected in a given area in six hours or less, are transmitted on Weather Service teletypewriter circuits for relay to the public through newspapers, radio, and television. NOAA's VHF radio weather broadcast facilities—located at Buffalo, Erie, Cleveland, Sandusky, Detroit, Chicago, and Milwaukee—carry the warnings on a round-the-clock basis on 162.55 or 162.40 megahertz.



FIGURING WIND CHILL—*Because of popular request following its printing at the beginning of a previous winter, this wind chill chart is provided by the National Weather Service of Commerce's National Oceanic and Atmospheric Administration. Wind chill is the combination of wind and low temperature which makes a person feel colder no matter what the thermometer says. For example, reading down from the calm air line, using the wind chill factor, a 15-mile-an-hour breeze with the thermometer standing at 35 degrees produces the effects of a bitter 16 degrees.*

'What About Metric' Booklet Published For U.S. Consumer

Since "the average consumer is going to encounter the metric system more and more in the years ahead," says Dr. Richard W. Roberts, Director of Commerce's National Bureau of Standards, the Bureau has published a new consumer booklet giving the essentials of the metric system of measurement. The 16-page booklet is entitled "What About Metric."

"There is less to metric conversion than meets the eye," says Roberts. "American travelers to Europe adjust to metric use rather easily. I think the American consumer will find that he also can adjust quite easily."

"What About Metric" is designed to give consumers the few terms and relationships they need to use the metric system and relate it to the system they are now using.

The new booklet is available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, for 80 cents. It is identified as NBS Consumer Information Series 7.

Calendar For Businessmen

Jan. 6-9, 1974 — New York — 63rd annual convention of National Retail Merchants Association. For information, Convention Coordinator, 100 W. 31st St., New York, N.Y. 10001.

Dec. 27-30 — New York — Concurrent meetings of Allied Social Science Association, American Economics Association and American Finance Association. For information, write ASSA, 806 17th St., N.W., Washington, D.C. 20006.

March 4-5, 1974 — Louisville — Fourth Environmental Engineering Conference, sponsored by International Association for Pollution Control and University of Louisville.

April 1-4, 1974 — Detroit — Water and Wastewater Equipment Manufacturers Industrial Water and Pollution Conference and Exposition.

May 14-16, 1974 — Washington, D.C. — Fourth Marine Pollution Control Conference sponsored by the International Association for Pollution Control.

Jan. 13-18 — Tucson, Ariz. — Basic Industrial Development Course, sponsored by University of Arizona and American Industrial Development Council. For information, Kent Alexander, coordinator. Phone: 602-884-2505.

Jan. 17-18 — New York — Land Acquisition and Development program, Practising Law Institute. For information, the Practising Law Institute, New York. Phone: 212-765-5700.

Jan. 21-25 — Washington — Highway Research Board 53rd annual meeting. For information, Mrs. Damon. Phone: 202-961-1334.

Jan. 27-29 — New Orleans — Public Labor-Management Relations Workshop, sponsored by National Association of Regional Councils. For information, NARC, Washington. Phone: 202-296-5253.

Businessmen Foresee Substantial Increase In '74 Capital Expenditures, Survey Shows

Businessmen project a $4 billion increase in capital outlays in the fourth quarter of 1973, and further increases of $3.2 billion and $3.8 billion in the first and second quarters of 1974, according to a survey conducted in late October and November by the Bureau of Economic Analysis.

Actual outlays in the third quarter of 1973 were at an annual rate of $100.9 billion, $3.1 billion above the second quarter.

Most of the survey reports were received by mid-November and reflect business views of the energy problem prior to the Arab oil embargo.

Capital outlays for 1973 as a whole are expected to total $100 billion—13 percent higher than actual outlays in 1972. Outlays expected for the first half of 1974 are at an annual rate of $100 billion, 13.5 percent higher than in the first half of 1973 and 7 percent above the second half of 1973.

The planned 7 percent increase in capital spending from the last half of 1973 to the first half of 1974 is attributable primarily to the manufacturing industries, which expect to increase fixed investment 11 percent. Nondurable goods producers expect outlays to rise 12 percent and durable goods firms expect a 10 percent increase. The aircraft and iron and steel industries expect outlays to rise more than 20 percent. Increases ranging between 13 and 16 percent are projected by paper, petroleum, nonferrous metals, and "other nondurable goods" industries.

Outlays by nonmanufacturers in the first half of 1974 are projected to increase 4 percent over the last half of 1973. Railroads plan a sharp increase in purchases of equipment, with overall capital spending slated to rise more than 25 percent.

Electric utilities expect an increase of about 10 percent. Mining, communications, and transportation companies other than rail expect smaller increases. Airlines, gas utilities and commercial firms expect outlays in the first half of 1974 to be little changed.

The projected 13 percent rise in capital expenditures for the full year 1973 reflects increases of 21 percent in manufacturing and 9 percent in nonmanufacturing.

In manufacturing, durable goods producers are projecting a 24 percent increase in outlays. Nondurable goods firms expect an 18 percent rise. Substantial advances across the board are expected in durable goods.

Among nonmanufacturing industries, mining companies are expecting the largest advance, 14 percent. Electric and gas utility firms expect increases of about 12 percent; railroad, communications, and "other transportation" firms expect increases ranging between 8 and 10 percent.

Population Shifts May Point Way To More Potential Markets

Florida, California, and Texas are estimated to have gained the largest numbers of new residents between the last decennial census and July 1 of this year, but the rate of growth for Florida was more than four times that of California and twice that of Texas.

Provisional state population estimates are contained in a report just released by the Census Bureau. It shows that in the 39-month period, the United States as a whole added an estimated 6,616,000 to its population, for a growth rate of 3.3 percent.

INTERNATIONAL COMMERCE REPORT

- **Report on U.S. share of world manufactured exports**
- **Washington's Official Trade Briefs**
- **Product displays at recent exhibitions abroad**
- **Special section on Brazil continues from Page 7**
- **Schedule of coming export promotions overseas**
- **World trade, investment opportunities**

Brazil's Computer Market Growing Rapidly

The market for U.S. computer equipment, services, and software is "wide open" in Brazil, according to trade mission members who recently visited that country. Their view is borne out by a survey prepared earlier this year in Brazil for the U.S. Department of Commerce which concluded that the market for computers and computer-related equipment in Brazil is among the world's 12 largest and is approximately doubling every two years (See article, Page 45).

The five-man mission, of which four members were new to the Brazilian market, spent two weeks interviewing potential customers for their products in Sao Paulo, Porto Alegre, and Rio de Janeiro. The Mission obtained 25 agency leads and 13 joint-venture leads, and estimated sales of about $2 million in the next 12 months. Products and services offered by the members included uninterruptable power systems, scientific and business software, leased computer hardware and systems, and modular systems for industrial control.

Longer range planning

The U.S. business group accomplished its major objective of stimulating sales in this growing market but also importantly, the members were able in a comparatively short period to evaluate the potential in Brazil and to plan longer range efforts there, according to Mission Director Bernard Cahill of the Commerce Department. As one participant said, "Membership in the mission made it possible to achieve in three days in Sao Paulo what would otherwise have required at least two weeks and perhaps two or three return trips."

The group's stay in Rio de Janeiro coincided with the sixth annual congress and exhibition of Brazil's Association of Users of Computer Related Equipment (SUCESU). The SUCESU congress was well attended by representatives of private and government computer users from the entire country. The mission's Business Information Office was set up in the same building as the congress, facilitating the arrangement of interviews and providing an opportunity to view the status of the computer art in Brazil. In Sao Paulo the SUCESU organization's directors gave the mission its initial briefing by Brazilians on opportunities in the market.

A highlight of the stop in Sao Paulo was the session with the Banking Association of Sao Paulo

WITH COMPUTER USERS IN RIO—*U.S. mission opened information office in building housing sixth annual congress and exhibition of Brazil's Association of Users of Computer Related Equipment* (SUCESU). *Above, several mission members with officials of* SUCESU; *Bernard Cahill, second from right, mission director.*

(Associacao dos Bancos no Estado de Sao Paulo). The mission members participated in discussions with representatives of the principal banks on the present use and future needs for computer systems in this important segment of the market.

The mission was particularly well received in Porto Alegre and found meaningful leads for evaluating representation in the rapidly growing Rio Grande do Sul region. In addition to the numerous potential customers contacted in the private sector, market prospects were found to exist with the State electric power authority, State railway organization, and the regional development bank.

Meeting with officials

The mission found a wide range of productive contacts in Rio de Janeiro, Brazil's financial center and the location of certain key government agencies concerned with computer usage and policy. A meeting arranged by the Consulate General with Brazil's Commission for Coordination of EDP Activities (CAPRE) of the Ministry of Planning was particularly fruitful. CAPRE is the focal point in the government for decisions on computer matters.

Import rules discussed

Discussions of the government's import regulations with CACEX, the Foreign Trade Office of the Bank of Brazil, gave the mission first hand information on the specifics of entering computer equipment into Brazil. These conversations were especially useful to the U.S. companies offering leasing services.

Joseph Annino, Consolidated Analysis Centers, Inc., whose principal objective was to evaluate the software package market, concluded that representatives of U.S. firms require technical expertise for proper support. There are excellent opportunities for U.S. companies that are willing to commit themselves to developing such support in order to provide an effective marketing base.

Sy Swartz, Modular Computer Systems, commented that technical know-how in Brazil needs development and that joint-venture ar-

INTERVIEW IN SAO PAULO—*Mission member Sy Schwartz (left), Modular Computer Systems Co., describes his firm's product to prospective Brazilian customer.*

rangements may well be the key. He sees important possibilities for his firm's product, industrial control systems.

William T. Brummett, Industrial Controls Division of Emerson Electric, views the market as having expanding prospects for his company's products, but with a necessary period of market development.

J. Robert Boyle, Computer Leasing Co. and James A. Myers, Dataserv Equipment Inc., found several Brazilian firms interested in working out leasing arrangements. The two companies are actively engaged in pursuing the leads obtained during the mission's visit to Brazil.

Ohio Mission Sells In Far East, Finds Investment Prospects

More than $1 million in sales agreements were concluded in Taiwan during a recent trade mission to the Far East, according to the group's leader, David C. Sweet, director of the Ohio Department of Economic and Community Development.

The mission—sponsored jointly by the Development Department, the U.S. Department of Commerce, and the Association of Ohio Commodores — visited Tokyo, Osaka, and Taipei.

Two-pronged focus

The state group focused not only on sales of Ohio products but on promoting Japanese and Taiwan investment in the state. "We made 172 calls on Japanese and Taiwan businessmen during the trip," Sweet said. "These contacts netted 15 active and 15 long-range prospects for reverse investment in Ohio." As a result of the mission visit, three members of the Osaka Chamber of Commerce and Industry have since visited several Ohio cities.

Sweet pointed out that the recent devaluation of the U.S. dollar makes the prospects of foreign investment inviting and Ohio products more attractive in the international market. Participants met with a number of automotive and automotive-related product users. "As Ohio is one of the two largest national suppliers of automotive accessories and the world's largest tire-producing center, we focused our effort in this area. I feel that it was very successful," the mission leader said.

CITY TO CITY IN JAPAN—*Ohio's trade mission leaves Tokyo for Osaka during recent business visit in Far East. Director David C. Sweet is third from left.*

Want consumer goods

In Tokyo, the mission members talked with officials of major banks, JETRO (Japan External Trade Organization), Keidanren (Federation of Economic Organizations), and the Tokyo Chamber of Commerce; and in Osaka, with 42 business organizations.

"Mission members learned that most U.S. products, especially consumer items, are now desired and competitive on the Japanese market. Disposable income of the Japanese worker has increased to a point where he can afford many luxuries which were prohibitive only three to five years ago," Director Sweet reported.

One participant sold all of his demonstrator equipment on the spot. Some commented that the timetable for sealing joint-venture agreements to develop condominiums, office buildings, and homes, had been accelerated as a result of the mission. One reported obtaining a substantial export order as well as tentative agreement from three companies to send representatives to Ohio for further sales negotiations.

In Taiwan, the mission worked closely with the China External Trade Development Council. Like the Japanese, the Chinese are looking for many raw materials and specialized products, and several businessmen have already arranged to come to Ohio for further discussion.

MOSKVICH CAR FACTORY—*In Moscow, mission members listen as Victor Pozdneev, acting plant manager (left), talks about bumper production. North Carolina's Governor James E. Holshouser is third from left.*

North Carolina Group Finds Markets For State's Products In East Europe

On-the-spot sales were not anticipated as North Carolina's Department of Natural and Economic Resources scheduled another overseas mission—its first to Eastern Europe. But when the group returned to the U.S. recently it reported an $85,000 order for equipment along with a projection of resulting business within the next 2 years at some $5 to $10 million. The participants learned, they said, that immediate sales can be effected in socialist countries, and medium- to long-term sales prospects do exist.

Broad range

Selling products made in North Carolina, establishing joint venture or license agreements, and appointing agents were the focus of the U.S. businessmen's discussions in Moscow, Warsaw, Bucharest, Belgrade, and Zagreb. Among products represented were nuclear and electronic instruments, medical equipment, diesel-gas turbine driven power units, conveying systems and tobacco presses, interphase computer equipment, customized textile machinery, and various agricultural commodities. Governor James E. Holshouser, Jr., launched the mission in Moscow.

High interest

"Great interest was expressed by State trading company officials throughout the mission tour," reported Mission Director Ronald E. McCowen of the sponsoring organization. "You cannot go wrong with high-technology products," he said.

One member has been invited back to Poland, all expenses paid, to further demonstrate his products. Other members were extended invitations to return for in-depth talks within the next six months, at their own expense, to other countries to consummate sales. A number of members were requested to bid on projects which exceeded, collectively, $8 million.

The mission saw the market potential of the countries visited as follows: The Soviet Union appears to be a long-term market as compared with Yugoslavia, which offers more immediate possibilities; in Poland and Romania, prospects are shaping up as medium-term.

Some of the comments of mission members upon their return reflect the generally favorable climate they found: Soviet trade officials asked if we'd be interested in exhibiting at a USSR trade show . . . They wanted 20 additional catalogs to send to end users . . . A representative of AMTORG in New York will be requested to visit North Carolina. Poland: Good prospects for sales within the next few months . . . Interest expressed but there is a shortage of hard currency . . . Interest in timber harvesting equipment and brush and grass cutting equipment. Romania: Romanians are leaning toward U.S. products over European . . . Inquiry received regarding sale of custom machinery for manufacture of nylons. Yugoslavia: Good market for textile machinery and accessories.

CHECKING IT OUT—*Mission Director Ronald E. McCowen peers into one of the engines during his group's tour of the Moskvich factory in Moscow.*

U.S. Again Scores Gains In Manufactures Market

Continuing the uptrend begun in the first quarter of this year, the U.S. share of world exports of manufactures reached 21.7 percent during April-June, based on U.S. dollars reflecting constant (first quarter 1971) exchange rates.

U.S. exports of manufactured goods advanced by 8.5 percent during the second quarter to a total of $11 billion, on a seasonally adjusted basis. Although somewhat slower than in the preceding three-month period, the rate of gain exceeded that achieved by competitors. Thus, shipments by the other 13 leading suppliers to markets outside the United States climbed by 5 percent to $39.6 billion. As a result, this country's share, while increasing less than in the March quarter, reached its highest level since the first quarter of 1970.

When exports are measured in dollars reflecting the rates of exchange prevailing during each period, the value is raised due to the appreciation of most key currencies relative to the dollar. On this basis, the 13 countries' exports grew by 12 percent, resulting in a U.S. share loss of half a percentage point to 18.2 percent. Except where otherwise noted, the analysis in the remainder of this article is based on U.S. dollars reflecting constant rates of exchange. This avoids the distortions resulting from the conversion of other countries' trade data into U.S. dollars at the changing exchange rates of the past two years.

The overall improvement in the U.S. position was attributable mainly to substantial gains in "other manufactures" and chemicals which more than offset the decline in transport equipment. The enlargement of the U.S. share in "other manufactures," a diverse group encompassing mainly semi-finished goods and consumer non-durables, stemmed from a steep, 16 percent advance in shipments from their first quarter level. Exports of steel and copper rose strongly as did those of diamonds, textile yarns and fabrics, and clothing, helping push this country's standing to 14.2 percent, the highest level in more than three years.

In the chemicals market, the nation's share expanded by a point to 21.6 percent as U.S. exporters expanded shipments several times faster than other suppliers. Deliveries of organics were especially buoyant, particularly to Switzerland and the Netherlands. Medicinals and pharmaceuticals, boosted by larger sales of antibiotics, advanced strongly. Increased exports of insecticides and fungicides also contributed to the overall gain.

This country's relative performance in the machinery markets showed small improvements over the first quarter levels. The standing in nonelectric machinery expanded by three-tenths of a point to 27.9 percent, reaching the highest ratio since the third quarter of 1970. Exports of electronic computers and parts advanced rapidly, especially to Western Europe. Significant increases were also reported in sales of steam generating boilers to Japan and materials handling equipment to the USSR and Canada. At the same time, exports of agricultural tractors and textile machinery showed considerable strength.

Following a strong gain in January-March 1973, the U.S. position in the electric machinery market edged up marginally to 24.4 percent. Shipments of telecommunications equipment, other than radio and television receivers, were especially buoyant, while those of tubes, transistors, and semiconductors as well as measuring and controlling instruments also contributed to the export rise.

In the market for transport equipment, this country's standing fell by about half a point to 29.5 percent, erasing part of the big gain realized in the previous quarter. The level of exports, nevertheless, continued to expand. Civilian aircraft deliveries climbed vigorously, with increases to Sweden, Canada, Korea, and Greece offsetting declines in France and the Netherlands. Although shipments of passenger cars to Canada rose, lower deliveries of trucks and motor vehicle parts and accessories resulted in a small decline in automotive exports to that country.

Italian share rebounds

Among this country's five leading competitors, only Italy recorded significant improvement and only Germany a sizable loss in their shares of world exports of manufactures to markets outside the United States during April-June 1973. When based on current rather than constant exchange rates, however, the Italian share shows a smaller but still significant increase since its currency depreciated during the period, while the German decline becomes a moderate gain due to the strengthening of the Mark.

The sharp expansion in the Italian position to 7.5 percent based on constant exchange rates represented, in part, a recovery from the strike-affected first quarter during which shipments had fallen by 16 percent. Despite an export increase of nearly 30 percent in the second quarter, Italy failed to make up all of the share loss. The country's position was enhanced in all groups, but only in transport equipment was the prestrike share surpassed.

The United Kingdom and France, with 10.5 and 9.5 percent of the market, respectively, maintained their positions at first quarter levels. Britain's share increases in chemicals and "other manufac-

U.S. Share Of World Exports Of Manufactures

Adjusted for seasonal variation

Commodity	U.S. exports (million dollars)	U.S. share of world exports to foreign markets[1] (% based on current rates of exchange[2])	U.S. share of world exports to foreign markets[1] (% based on constant rates of exchange[2])
Manufactures, total			
1972 1st qtr.	8,250	18.8	20.5
2nd	8,159	18.0	19.7
3rd	8,685	19.2	20.9
4th	9,203	18.6	20.2
1973 1st	10,099	18.7	21.1
2nd	10,962	18.2	21.7
Chemicals			
1972 1st qtr.	1,047	19.0	20.7
2nd	952	17.0	18.6
3rd	1,014	18.2	19.8
4th	1,157	18.7	20.3
1973 1st	1,250	18.2	20.6
2nd	1,351	18.1	21.6
Nonelectric machinery			
1972 1st qtr.	2,334	24.9	26.9
2nd	2,305	24.2	26.2
3rd	2,435	25.6	27.6
4th	2,567	24.6	26.4
1973 1st	2,734	24.8	27.6
2nd	2,901	23.8	27.9
Electric machinery			
1972 1st qtr.	900	20.9	22.8
2nd	881	20.0	21.8
3rd	946	20.9	22.8
4th	1,013	20.8	22.6
1973 1st	1,148	21.5	24.3
2nd	1,220	20.6	24.4
Transport equipment			
1972 1st qtr.	1,985	26.3	28.5
2nd	1,995	25.0	27.2
3rd	2,154	27.0	29.2
4th	2,217	25.0	26.9
1973 1st	2,526	27.0	30.1
2nd	2,664	25.1	29.5
Other manufactures			
1972 1st qtr.	1,984	11.6	12.7
2nd	2,026	11.4	12.6
3rd	2,136	12.2	13.3
4th	2,249	11.8	12.9
1973 1st	2,441	11.4	13.0
2nd	2,826	11.8	14.2

Note: First quarter 1972 U.S. exports and U.S. percentage shares were inflated because shipments were carried over from the last half of 1971 when ports were shut down as a result of dockworkers' strikes. The term "manufactures" refers to chemicals, machinery, transport equipment, and other manufactures except mineral fuel products, processed food, fats, oils, firearms of war, and ammunition.

[1] World exports are defined as exports from the 15 major industrial countries. Percentage shares are based on values excluding shipments to the United States. These nations, which account for approximately four-fifths of world exports of manufactures to foreign markets, are: United States, Austria, Belgium-Luxembourg, Canada, Denmark, France, Federal Republic of Germany, Italy, Netherlands, Norway, Sweden, Switzerland, United Kingdom, and Japan.

[2] Because of the widespread appreciation of foreign currencies since the first quarter of 1971, two series of U.S. percentage shares are shown in this report. The first column shows shares based on current rates, the official rates of exchange for merchandise shipped during each period. The second column shows shares based on data measured at constant rates of the first quarter 1971.

tures" offset a substantial drop in transport equipment and a minor reduction in electric machinery. Similarly, French share gains of nearly a point in electric machinery and a smaller rise in chemicals balanced the declines in transport equipment and "other manufactures."

The Japanese standing again slipped marginally to 9 percent with losses occuring in all commodity groups except transport equipment. The fall in "other manufactures" was especially sharp as exports of iron and steel and textiles were sluggish.

For the fourth time in the last five quarters, a decline was reported in the German share. Large losses in chemicals, nonelectric machinery, and "other manufactures" were almost entirely responsible for the drop in the German portion of the market to 19.2 percent. Only in transport equipment did the country's relative performance improve.

Comparative Economic Data Published By Commerce

A new compilation of charts and tables highlighting current trends in international economic activity is being issued quarterly by the Commerce Department. In its first appearances the presentation of graphs and statistics has already won acceptance by a variety of users—business analysts, economic researchers, government officials.

The publication, *International Economic Indicators*, is a ready reference tool providing key comparative data on the United States and its principal industrial competitors. Drawing from the most current sources, both international and national, the report summarizes significant economic developments in the latest quarter. The charts and tables present annual and quarterly data on foreign trade, prices, gross national product, balance of payments, industrial production, labor costs, and other key economic series.

Prepared by the Commerce Department's International Trade Analysis Staff, the publication is issued as one of the series of Overseas Business Reports for sale by subscription at $28.50 a year from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Single copies, at 30 cents each, are available from the National Technical Information Service, Springfield, Va. 22151.

Washington's

Official Trade Briefs

This article is another in a series of reports outlining actions by domestic, foreign, or international agencies affecting world trade, as compiled by the Legislative and Tariff Policy Division of the International Economic Policy and Research Staff's Office of International Trade Policy.

THE PRESIDENT

Presidential Proclamation—Butter and Butter Oil: President Nixon issued a proclamation on Oct. 31 authorizing additional import quota quantities of butter, butter substitutes containing butterfat, and butter oil. The existing annual quota on butter was increased by 56 million pounds and the quota on butter oil was increased by 22 million pounds. The additional quantities of butter and butter oil may be imported not later than Dec. 31, pending further action by the President upon receipt of the report and recommendation of the Tariff Commission. The current action followed a determination by the Secretary of Agriculture that existing conditions with respect to butter and butter oil required emergency treatment.

Import Quotas — Cotton and Wheat: On Oct. 31, the President directed the Tariff Commission to undertake an investigation for the purpose of recommending whether the annual quotas on cotton fiber, cotton waste, certain cotton products (for example, card lap), wheat, and milled wheat products may be suspended without rendering ineffective, or materially interfering with, the price-support or other programs of the Department of Agriculture.

Message to Congress — Energy Policy: The President, in his energy message to Congress Nov. 8, recommended several administrative and legislative steps to deal with the energy crisis. On meeting the long-term challenge, he requested—among other things—action on pending legislation to establish a Department of Energy and Natural Resources, and to provide procedures for approving construction and operation of deepwater ports.

THE CONGRESS

Votes: On Nov. 15, the House passed and sent to the Senate the following bills: H.R. 6642, to suspend the duties on certain bicycle parts and accessories until the close of Dec. 31, 1976; and H.R. 7780, to extend for an additional temporary period the existing suspension of duties on certain classifications of yarns of silk. The Senate Finance Committee will consider H.R. 6642 and H.R. 7780.

On Nov. 19, the Senate passed and sent to the House S. 2589, to provide for development of contingency plans for reducing petroleum consumption. Amendments to the bill included: adding a section directing the Secretaries of the Interior and Commerce to prepare a review of export policy for petroleum and other energy resources and to report to the Congress thereon, authorizing the President to terminate petroleum exports which have an adverse impact on domestic supplies, and calling for continued negotiations with Canada concerning importation therefrom of petroleum products. The bill was referred to the House Committee on Interstate and Foreign Commerce.

In other activity, the Senate began consideration on Nov. 20 of S. 1868, to ban the importation of Rhodesian chrome ore.

Congressional Hearings: The Subcommittee on International Economics of the Joint Economic Committee held hearings Nov. 6, 7, and 8 on "Energy Imports and the Balance of Payments." Witnesses testified on the oil price situation, the world supply through 1980, and U.S. oil import requirements. On Nov. 2, the Senate Committee on Commerce concluded hearings on S. 100, to formulate plans and programs to convert the United States to the metric system of weights and measures. The Subcommittees on Foreign Economic Policy and Europe of the House Foreign Affairs Committee continued joint hearings on the implications for the United States of the enlargement of the European Economic Community. On Nov. 13, the Subcommittee on Merchant Marine of the House Merchant Marine and Fisheries Committee adjourned, subject to call, hearings on H.R. 8193 and related bills, to require that a percentage of U.S. oil imports be carried on U.S. flag vessels.

New Legislation: Since the opening of the 93rd Congress, some 391 trade and related bills have been introduced. Legislation not previously reported in the Trade Briefs column includes S. 2719, to direct the President to halt all exports of crude oil, gasoline, No. 2 fuel oil, and propane gas until he determines that no shortage of such fuels exists in the United States; S. 2731, to amend the Tariff Schedules of the United States to provide for the duty-free entry of methanol imported for use as fuel; H.R. 11281, to prohibit export of agricultural grain to any country which reduces the quantity of oil normally exported by such country to the United States.

Also, H.R. 11410, to impose an embargo on export of petrochemicals until price controls on petrochemicals are removed; and H.R. 11509, to declare by Congressional action a nation-wide energy emergency; to authorize the President to immediately undertake specific actions to conserve scarce fuels and

increase supply; to invite development of local, state, national, and international contingency plans; to assure continuation of vital public services; and for other purposes.

TARIFF COMMISSION

Investigations — Cotton, Wheat, and Butter: At the request of the President, the Tariff Commission has instituted three investigations to consider whether import quotas on cotton fiber, cotton waste, certain cotton products (for example, card lap), wheat, and milled wheat products should be suspended and whether import quotas on butter and butter oil should be increased (see section, The President, Page 33).

With respect to cotton and wheat, the Commission will recommend whether the import quotas may be suspended without interfering with the price-support or other programs of the Department of Agriculture.

With respect to butter and butter oil, the Commission will determine whether increases in the annual quotas on butter and butter oil may be established without interfering with the price-support or other programs for milk operated by the Department of Agriculture.

Adjustment Assistance—Firms: The Tariff Commission opened a new investigation to determine whether the Green Ball Bearing Co., Inc., Cleveland, Ohio, is sustaining injury from increased imports of **ball bearings** covered in TSUS items 680.35 and 680.36. After examining the effect of imports, the Commission will determine whether the firm is eligible to apply for adjustment assistance.

The Commission found that the Moxees Shoe Corp., Auburn, Me., a subsidiary of Multivisions Corp. **(footwear)**, and the BGS Shoe Corp., Manchester, N.H. **(footwear)**, do not meet the requirements of the Trade Expansion Act of 1962 to apply to the Department of Commerce for adjustment assistance.

Adjustment Assistance—Workers: The Commission has opened investigations into the effect of imports on the former workers of the P and D Manufacturing Division, Long Island, N.Y., of the Bendix Corp. **(rotors; distributor points and caps; electrical capacitators, relays and switches; and control stick grips for helicopters)**, and former workers of the Owensboro, Ky., plant of the General Electric Co. **(electronic receiving tubes and components thereof, known as mounts)**.

The Commission has concluded eight investigations on behalf of worker groups alleging import injury. The Commission found that the criteria establishing eligibility for adjustment assistance were not met in the case of workers of: the Toledo, Ohio plant of the Mather Co. **(automobile leaf springs)**, and the Linden, N.J., plant of the GAF Corp. **(synthetic organic dyes and pigments)**. Nor were the criteria met in the case of former workers of: Zuckerman & Fox, Inc., New York **(footwear for women)**, M. Lauer, Inc., Long Island City **(women's footwear)**, Forann Corp., Brooklyn, a subsidiary of Herbert Levine, Inc. **(footwear for women)**, and Criterion Footwear, Inc., Brooklyn **(footwear for women and misses)**. As a result of two positive determinations, former workers of the following firms are eligible to apply to the Secretary of Labor for adjustment assistance: Nina Footwear Co., Inc., Long Island City, N.Y. **(footwear for women)**, and Don Gustin Shoe Co., Inc., Patterson, N.J. **(footwear for women)**.

Section 337 (Unfair Import Competition Cases): The Tariff Commission recently announced initiation of a preliminary inquiry into alleged unfair methods of competition and unfair acts in the importation and sale of **peizoelectric ceramic 10.7 MH$_z$ electric wave filters.** The complaint was filed by the Vernitron Corp. of Bedford, Ohio. The Commission will determine if grounds exist for a full investigation, and if so, whether the Commission should recommend that the President issue a temporary exclusion order. The deadline for submission of information pertinent to the investigation is Jan. 4, 1974.

The Commission also announced that resumption of the hearing on **convertible game tables and parts thereof** has been rescheduled for Feb. 5, 1974.

Dumping Cases: The Tariff Commission has instituted two investigations of articles previously determined by the Treasury Department as being, or likely to be, sold at less than fair value (LTFV). The Commission will investigate the possibility of injury to domestic industry in connection with the following imports: **iron and sponge iron powders** (excluding alloy powders) from Canada; and **racing plates (aluminum horseshoes)** from Canada.

The Commission also has concluded an investigation determining that a U.S. industry is sustaining injury by reason of less-than-fair value imports of **polychloroprene rubber** from Japan. As a result of this determination, such imports will be subject to special dumping duties.

OTHER AGENCIES

Treasury — Dumping Cases: Treasury has withheld appraisement on **picker sticks** (used in textile machinery) from Mexico. Under provisions of the Antidumping Act of 1921, the Secretary of the Treasury is required to withhold appraisement whenever he has reason to believe or suspect the existence of sales at less than fair value. The case has been referred to the Tariff Commission for determination as to whether U.S. industries are sustaining injury from the less-than-fair value sales. Both sales at less than fair value and injury must be shown to justify a finding of dumping under the law.

In other activity, the Department announced that the investigation of alleged LTFV sales of **rubber thread** from Italy had been discontinued.

Labor—Adjustment Assistance: On Nov. 9, the Bureau of International Labor Affairs announced that approximately 650 former employees of the Shoemaker Avenue plant of the Federal Mogul Corp. in Detroit, who had lost their jobs as a result of increased imports of **tapered roller bearings,** had been certified by the Labor Department as eligible to apply for trade adjustment assistance.

The Labor Department also certified approximately 330 former employees at the Long Island City plant and corporate office of the Nina Footwear Co. as eligible to apply for trade adjustment assistance. These former workers lost their jobs as a result of increased imports of **women's footwear.**

The Labor Department certifications follow Tariff Commission reports to the President that the workers became unemployed because of increased imports, resulting in major part from trade agreement concessions. Assistance to workers under the Trade Expansion Act may include cash allowances, testing, counseling, training, job placement, and relocation if needed and desired.

Seminar On East Germany Includes Leipzig Fair Tour

A seminar on trading with East Germany, followed by a visit to the Leipzig Spring Fair and consultations with East German foreign trade officials will be held in March under the auspices of the East Trade Committee of the American Chamber of Commerce in Germany.

The March 7-11 event begins with the seminar in West Berlin. Discussions will be weighted on the practical side of commercial procedures but will also include general economic information on East Germany and its trade ties with both East and West.

The seminar will be limited to about 50 participants, with priority given to new-to-market firms from the U.S. Firms expressing interest will receive a formal invitation early in 1974. A charge of about 300 to 400 Deutschemarks is expected to be levied on each participant to defray expenses. Write: Robert Lechner, Berlin Representative, American Chamber of Commerce in Germany, 1 Berlin 12, Fasanenstrasse 4.

Shipments To USSR

U.S. flag vessels and Soviet flag vessels are each being afforded the opportunity to carry at least one-third of shipments moving in whole or in part by sea between the two nations, according to a Maritime Agreement executed by the U.S. and USSR Governments *(See* **Commerce Today,** ***Nov. 26, Page 17).***

U.S. exporters and importers doing business with the Soviet Union are again reminded of this Agreement provision, to assure that they can make appropriate shipping terms and arrangements. For further details write the Maritime Administration at any of the following offices:

U.S. Department of Commerce, Washington, D.C. 20230, contact Lewis Paine; 26 Federal Plaza, New York, N.Y. 10007, contact Frank O'Donnell; 450 Golden Gate Ave., Box 36073, San Francisco 94102, contact Harold Romain; 701 Loyola Ave., P.O. Box 52948, New Orleans, La. 70152, contact William Mitchell; 1486 Federal Building, 219 South Dearborn St., Chicago, Ill. 60604, contact Andrew Molnar.

OFDI Moves To Ease Compliance Problems

Robert H. Enslow, Director of the Commerce Department's Office of Foreign Direct Investments has announced the following revisions to the 1973 Program, to ease year-end compliance problems:

► The minimum worldwide allowable available to smaller investors with no substantial historical base will be raised from $6 million to $10 million.

► The earnings allowable will be revised to authorize 60 percent of the greater of 1972 or 1973 foreign affiliate earnings. The present allowable of 40 percent is calculated exclusively on the basis of the prior year's earnings.

Enslow stated that the actual text of the amended Regulations was due to be published in an early December issue of the Federal Register.

Americans Cautioned On Possible Mail Fraud

The U.S. Embassy in Swaziland has warned that an individual may be operating a mail fraud scheme against individuals in the U.S.

The Embassy reports that 250 letters have recently been sent to persons listed in public directories such as *Who's Who In America* signed by John Temba, the "General Secretary" of the "Swazi Self-Help Development Foundation." The letters offer "unique and valuable pieces of sculpture" by the "most famous sculptors on the African continent," and accompany color photos of sculptures priced at about $850 each.

The letters imply that all funds raised from the sale of the art pieces will be used to aid development in Swaziland. The Embassy has been advised that Swazi authorities have the alleged "Foundation" under investigation for violations of law and misrepresentation.

Export Promotion Wins 'Multiplier' Title For 4 Units

"Export Promotion Multipliers" was the designation given recently by the Department of Commerce to four groups assisting the U.S. export effort, three on the national scene and one at the State level.

Marinus van Gessel, Deputy Assistant Secretary for International Commerce presented certificates to the American Bankers Association, the National Association of State Development Agencies, and National Federation of Export Management Companies.

These three associations, it was declared, provided invaluable input and assistance to the program and served as a focal point for cohesive action at the national level.

Tennessee ceremony

In ceremonies at the Tennessee State Capitol in Nashville Bradford Rice, Director of the U.S. Department of Commerce's Office in Memphis, presented a similar certificate to Pat Choate, Tennessee Commissioner for Economic and Community Development. The award was given because of the work done by Commissioner Choate's department in expanding American exports, notably by recent successful trade missions sent to Japan and Africa.

Export Promotion Multipliers are organizations, public or private, possessing a capability for stimulating exports, including banks, trade associations, airlines and other transportation companies, export management companies, state development agencies, the Foreign Credit Insurance Association (FCIA), and other types of service organizations. Also supporting the program are the Export-Import Bank, and the Small Business Administration.

Commerce provides the multiplier with the export promotional "tools" which in turn are used by the multiplier to reach the maximum number of U.S. manufacturers with the "export awareness" message and to encourage them to export. Tools provided include market research, U. S. firms to contact, financial and insurance information, and freight forwarding help. Also provided is a point of contact in Washington to service the multiplier's needs as they are required.

CERTIFICATES PRESENTED IN WASHINGTON—*Marinus van Gessel, Deputy Assistant Secretary of Commerce for International Commerce (second from left), designated three national organizations as Export Promotion Multipliers recently. Receiving the certificates were (from left) Stanley Epstein, president of the National Federation of Export Management Companies; Cullen Kehoe, chairman of the International Banking Division, American Bankers Association, and Hugh Keogh, chairman of the National Association of State Development Agencies.*

AT CEREMONY IN STATE CAPITOL—*Tennessee's capitol in Nashville was the scene of the presentation of an Export Promotion Multiplier certificate to the State's Economic and Community Development Department. Shown, from left, are Steve McLean, the ECD's Coordinator of International Trade; O. Grant Duke, Assistant Commissioner; Commissioner Pat Choate, and Bradford Rice, Director, Commerce Department Memphis District Office.*

Trade Fairs, Centers

Four Shows Offer Access To Overseas Markets

U.S. producers of food processing equipment, medical instrumentation and general industrial goods can sell their wares at upcoming Commerce Department-sponsored exhibits on three continents.

Packaging and food processing: Australia. The U.S. Department of Commerce will give American manufacturers of packaging and food processing equipment an opportunity to show and sell their products in the Australian marketplace at the ANPAC '74 International Trade Exhibition—the most comprehensive trade event for the packaging and food processing industries ever staged in Australia.

The ANPAC '74 Exhibition will be held at Sydney's Royal Agricultural Showgrounds May 20-24, and will be co-sponsored by the U.S. Trade Center and Australia's National Packaging Association.

Recent developments in the Australian market and the currency revaluations of the past two years have created bright sales opportunities for U.S. suppliers.

The packaging and food processing industries in Australia are undergoing considerable change, in line with the changing patterns of food consumption caused by the growth in real incomes, relative price changes, improved living standards, and changing tastes brought about by the high level of immigration. For example, per capita consumption of such items as poultry, fish, cheese, and fruit has increased dramatically. The resultant impact has been a tremendous increase in the consumption of foods involving new and varied equipment.

Currency revaluations since January 1971 have resulted in an approximate 25 percent upward revaluation of the Australian dollar vis-a-vis the U.S. dollar. The currency revaluations, along with a 25 percent Australian tariff reduction on all items, have created new interests in many types of American equipment which were previously considered uncompetitive and enhanced the position of U.S. products already selling well.

For details, call John Klingelhut, collect, at 202-967-3646.

Medical instrumentation and laboratory equipment: USSR. The U.S. Department of Commerce will mount its first exhibit of medical instrumentation and laboratory equipment in Russia May 28-June 10 at the international exhibit, Health 74, in Moscow's Sokolniki Park.

Health—74 is the primary commercial event in this field in the USSR, attracting most of the Soviet economic decision makers, all major buyers, and influential government officials charged with maintaining and improving the research and services of the Soviet health sector. Besides the U.S., the exhibition is expected to attract extensive exhibits by Western European countries and Japan.

The Soviet health system is presently undergoing a major expansion, and available supplies have been insufficient in meeting the demand for medical instrumentation and laboratory equipment. The Soviet leadership has had to turn to imports since domestic output has been able to supply only 72 percent of demand.

The proportion of Soviet purchases from the non-socialist world is presently 18.1 percent for medical instruments and 30.3 percent for laboratory equipment, of which the U.S. share is only 2.6 percent and 6.7 percent respectively of the non-socialist share.

Russian scientists are particularly interested in U.S. products. The political climate — of overwhelming importance in Soviet imports— favors increased U.S. imports. The competitive strength of U.S. products has benefitted from recent currency realignments. U.S. industry occupies a leading position, especially for the products of interest to the USSR and it appears interested in the Soviet market, as indicated by the strong participation in the United States Medical Equipment Show held in Moscow Sept. 17-27.

For details, call Oleg Jerschkowsky on 202-967-3376.

Food Processing Equipment: Argentina. For the first time, the United States Government is sponsoring an exhibition of food processing machinery and equipment at the U.S. Trade Center in Buenos Aires from June 24-28. U.S. suppliers can expand their sales of food processing equipment in the entire River Plate region of South America through this show.

Annual imports of food processing equipment into Argentina should reach a value of $2 million in the near future.

The new administration in the Argentine government has emphasized its intentions to encourage the growth of the food products industry, particularly to increase exports of food products. Paraguay and Uruguay also are planning increases in their outputs of food products, particularly meat.

Argentine users of imported food processing equipment typically seek machinery and apparatus incorporating the latest technical innovations but not necessarily of high volume capacity. Much of the demand for imports is for components incorporated in, and complementary to, domestically produced apparatus.

U.S. equipment is well-known in Argentina, and its prices are com-

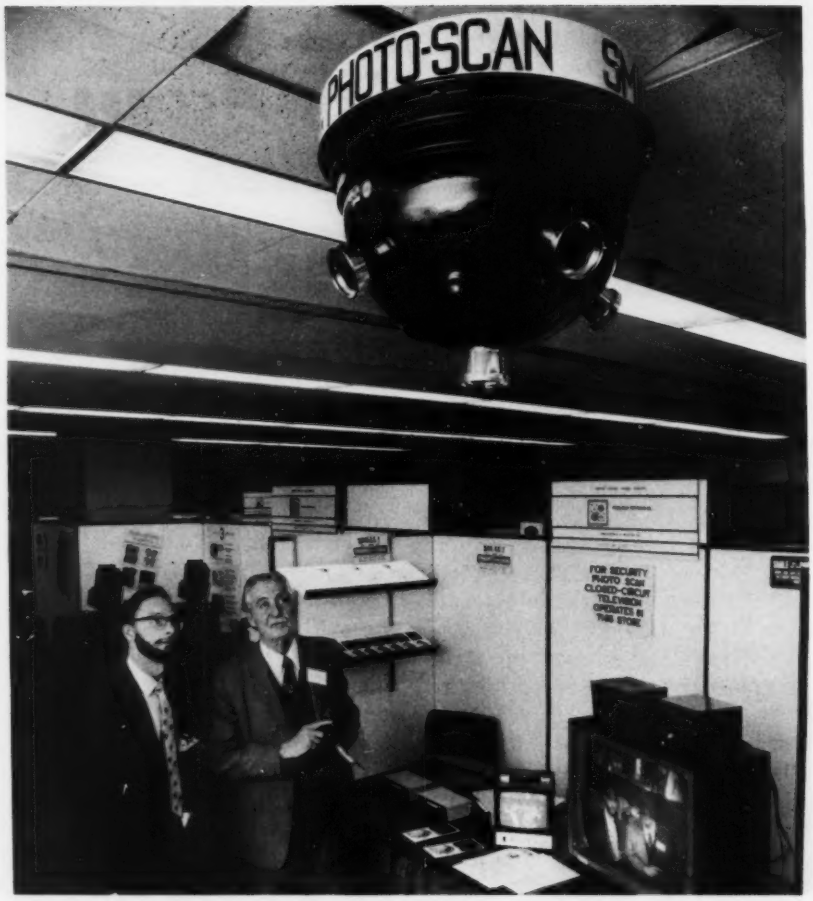
petitive with prices for comparable tiems supplied from Europe. The medium sized and smaller Argentine users of food processing machinery have limited opportunities for inspecting equipment made abroad and should welcome exhibition and demonstration of such equipment at the U.S. Trade Center in Buenos Aires.

For further information, call Carolee Heileman at 202-967-2322.

General industrial goods: Colombia. The United States Department of Commerce will participate for the first time in the biennial International Fair of Bogota, July 13-28. Non only will the Exhibition afford an excellent opportunity to expose a large and influential cross section of the Colombian business community to U.S. products and technology, but also it will provide a unique chance for broadening contacts and developing new sales possibilities. U.S. businessmen with representatives in Colombia are urged to have their local agent communicate with the Commercial Section of the U.S. Embassy in Bogota or with the U.S. Consulates in Cali or Medellin. U.S. companies who are considering appointing an agent or are interested in participating directly may write to John J. Eddy, Commercial Attache, U.S. Embassy, Bogota, Colombia.

The U.S. Embassy will arrange exhibition design and construction, provide marketing counsel, agent-finding service, local publicity and other important guidance for the private participants. Experience has shown that through a joint effort and grouping of national exhibits, and a coordinated market campaign, sales success is far more impressive than can be achieved by companies' participating individually. Participants must assume responsibility for cost of participation, transportation and customs clearance of the goods displayed or sold.

For further details, contact Fred Kayser at 202-967-2332.



EYES EVERYWHERE — *Keith Phillips (right) managing director of Photo-Scan Australia Pty., demonstrates his firm's security system to a potential buyer at the Sydney Trade Center's exhibit of U.S. security and safety equipment.*

Security-Conscious Australians Buy Big

The need for security is worldwide, and the 28 U.S. firms who exhibited their equipment at the recent showing in the U.S. Trade Center at Sydney cashed in handsomely on that need.

More than $200,000 in off-the-floor sales were registered, and the eight exhibitors which were new to the Australian market expect another $2.2 million in show-related sales during the coming year. The eight newcomers actually outsold the 20 exhibitors with prior Australian experience.

Seven firms were seeking representatives in the Australian market, and four representation agreements were signed while the show was in progress. Three more accords are expected to result from negotiations begun during the exhibit.

Pediatrics Congress Offers Chance To Exhibit Goods

More than 7,000 pediatricians from more than 75 countries are expected to attend the World Medical Exhibition of the XIV International Congress of Pediatrics in Buenos Aires Oct. 3-9. Commercial exhibits of pharmaceutical and dietetic products, and biomedical instruments are planned.

Information on exhibiting is available directly from the Exposición Medica Mundial del XIV Congreso Internacional de Pediatría, Reconquista 737 - Piso 4 "G," Buenos Aires, Argentina.

Near-Record Sales Mark Medical Show At Mexico Trade Center

Sales per registered visitor at the exhibit of medical and laboratory equipment at the U.S. Trade Center in Mexico City almost doubled the results of earlier shows. Representative comments from U.S. exhibitors included "extremely impressed—surpassed all expectations," "pleasantly surprised by the interest developed and the size of the potential market," and "very good pre-show job."

Off-the-floor sales totaled more than $600,000 and 39 new-to-market firms whose goods were exhibited project more than $5.7 million in the coming year. Thirty-four exhibitors were seeking representation in Mexico or neighboring areas; thirty-three agreements were signed during the show and thirty-two others were under negotiation as the show closed.

Several exhibitors extended their visits to complete sales negotiations or conclude representation agreements. Some asked to have subsequent private between-show-promotions at the Trade Center, and at least one decided to leave his equipment at the Center for an upcoming showing of materials testing systems. The International Building Systems of Dallas had such an enthusiastic response to its exhibit that a member of its international operations staff remained in Mexico, with the expectation of staying six months to follow-through on leads turned up during the show.

Extremely valuable

International Health Systems of Rolling Meadows, Ill. projected the $1 million in show-related sales during the coming year, and the company president called the show "extremely valuable to us and to our distributor. It enabled our distributor's clients to actually see, feel and learn completely about our automated health testing system."

BRING 'EM BACK ALIVE—*Clare E. Barkalow, president of Michigan Instruments, demonstrates one of his firm's portable "Life Aid" resuscitators during exhibit of medical equipment at U.S. Mexico City Trade Center. The "patient" recovered.*

Trade Shows In Three Nations Open To U.S.

U.S. exhibitors are welcome at scheduled international trade events in Argentina, Greece and France.

ARGENPLAS '74. Argentina's Plastics Industry has scheduled a Sept. 6-22 International Plastics Exhibition at the Palermo Fairgrounds in Buenos Aires. Exhibitors from every country are invited to show their latest developments in plastic equipment, materials, and technology.

Applications for exhibitor participation are to be delivered on standard forms prior to May 31 to: Camara Argentina de la Industria Plastica, Sarmiento 2494, Buenos Aires, Argentina.

Fifth Modern Home Exhibition, Athens, October 19-29. Sponsored by the Athens Chamber of Commerce and Industry. U.S. firms desiring to exhibit can work through their Greek agents or, if not represented in Greece, by contacting Modern Exhibition Consultants O..E, 57 Patriarchou Joakim St., Athens 140.

The **Salon du Laboratoire** (Laboratory Instrument Exhibition) and the **Exposition de Physique** (Physical Laboratory Instruments Exhibition) are being held concurrently in Paris from Dec. 9-14. Further information may be obtained from the Association pour le Salon Laboratoire, Regie Par La Loi De 1901, 10 Avenue Hoche, 75382 Paris Cedex 08.

Plovdiv Fair To Feature Packaging Machine Exhibit

The Plovdiv International Fair will sponsor an International Exhibition and Symposium on packaging machinery from November 10-17, 1974.

Information can be obtained from: International Fair, Plovdiv 37, G. Dimitrov Blvd., Plovdiv, Bulgaria.

HEARING PRESERVER—*Syd Gruschkov, research director for Insta-Mold Prosthetics of Philadelphia, demonstrates a polymer ear protection device which conforms to the exact contour of an individual ear and can be made in minutes.*

Stockholm Plant Security Exhibit Gets High Marks

"First-rate job of bringing in customers and representatives which were really worthwhile talking to. Had almost no discussions with people who were not decision-makers. First-class exhibit and promotion. Most glad we attended," said the representative of Infinetics, Inc., of Wilmington, Delaware.

"We managed to attract a most satisfactory number of high quality prospective customers. I am very pleased with the results and will continue this effort at a between-show promotion late in November when a new machine will be introduced," reported the representative of Blaw-Knox Construction Equipment, Inc., of Mattoon, Illinois.

"Very well handled," said Don Helenthal of Jackson and Church Electronics of Melbourne, Florida. After interviewing 17 candidates, he signed agency agreements for Sweden, Norway and Denmark.

That's pretty much the way it went at the October showing of U.S. plant maintenance and security equipment at the U.S. Trade Center in Stockholm: the 29 exhibitors made $180,000 in off-the-floor sales, and the 19 which were new to the Scandinavian market expect another $1.6 million in the coming year.

Eighteen exhibitors were seeking representation in one or more countries in the region: 35 agreements were signed during the show and another 43 are expected to be concluded in the coming year.

Munich Laser Show On Target

"Best laser exhibition ever in terms of organization and sales prospects," said the representative of GTE Sylvania, whose firm was introducing its products to the German market at Laser 73 in Munich. The firm signed agency agreements for Germany, Finland, Israel, Norway and the United Kingdom during the show.

Mauro Company, another new-to-market firm, reported on-the-spot sales of $15,000 and expects another $100,000 in show-related sales during the coming year. The firm also signed a German agent and concluded a licensing agreement and a joint venture.

Off-the-floor sales by the 15 exhibitors representing 20 U.S. firms totaled more than $260,000, and the new-to market exhibitors expect another $700,000 in business to result in the next year.

Three of the four firms seeking German representatives appointed them during the show, and five other firms found 15 representatives from countries scattered all over Western and Eastern Europe.

ON THE BEAM—*James J. Mauro, president of a Winchester, Mass., firm, explains his laser equipment to prospective buyers at* LASER *'73 in Munich.*

Worldwide Business Outlook

Brazil Is Sao Paulo, Rio? Much More, Marketers Say

Businessmen, viewing Brazil, inevitably turn first to one area. The state of Sao Paulo and more specifically the city of Greater Sao Paulo is by far the nation's major business center. But no intelligent marketer stops with Sao Paulo—there is much, much more to Brazil.

The state of Sao Paulo is about the size of West Germany with a population of 18 million. It accounts for 62 percent of Brazil's industrial production, 30 percent of Brazil's agricultural output, about 40 percent of Brazil's exports, and about half of Brazil's imports.

The state's GNP is growing at a rate of 10 percent or more annually. As the city of Greater Sao Paulo becomes increasingly congested, investment attracted there is more and more being diverted to other locations in the state.

The city of Greater Sao Paulo is today and will increasingly become one of the truly great world markets. It now has over 9 million inhabitants and, should its population continue to increase at the present rate, there would be 20 million Paulistas by 1983. That would make it the world's largest city, if present growth rates of the other giant cities also remain unchanged.

Moreover, per capita annual income in Greater Sao Paulo is high ($1,400) and increasing rapidly. In the not-too-distant future the per capita income of the Paulista will evidently compare very favorably with that of the inhabitants of the major cities in the highly industrialized nations. Competition for selling to this exceptional market is keen, and Japanese and European economic interests are growing right along with the growth of the city.

The Rio market is smaller than the Sao Paulo market, but Rio is also one of the world's largest cities. The Rio market, compared with that of Sao Paulo, is less an industrial market, more a consumer-oriented market. It is highly sophisticated and far from saturated.

It is estimated that there are over a million TV sets, many of them color sets, in Rio's homes. But only one out of every 33 persons owns a car, only 17 percent of families own washing machines and only 27 percent have record players. About 50 percent of families have refrigerators while nearly 75 percent have sewing machines.

But the point can be made that huge, booming Brazil is not just two basic markets, Sao Paulo and Rio, but many markets. With the continuing Brazilian "Economic Miracle" this becomes more obvious each year. Not only is economic growth not confined to the Rio-Sao Paulo axis, but the Brazilians are very conscious of the importance of opening up their interior areas as dramatized a decade ago by the remarkable creation in the wilderness of their capital, Brasilia.

Numerous major regional projects are now under way, the Amazon highway project being perhaps the best known of these. Furthermore, the city of Sao Paulo, long thought of as synonomous with industry in Brazil, is experiencing pollution, a tight labor market, and other growth problems. Consequently, new investments in Brazil are much more inclined than formerly to consider other sites, and many regional incentive programs exist to pull new investment to newly developing regions.

One such region

One such region is the state of Minas Gerais, slightly smaller than the state of Texas, which contains mineral resources among the richest in the world. While Minas Gerais is destined to become the second industrial hub after Sao Paulo in Brazil, another area, Bahia, will become Brazil's second petrochemical center.

Other major centers of economic activity are the states of Parana and Rio Grande do Sul south of Sao Paulo, and the northern ports of Recife, Belem, and Manaus.

The contribution of various states to Brazil's GNP is approximately as follows: Sao Paulo, 35 percent; Rio and Guanabara, 16 percent; Minas Gerais, 10 percent; Rio Grande do Sul, 9 percent; Parana, 6 percent; nine northeast

Sao Paulo Boom

Business in the state of Sao Paulo made phenomenal gains in the first half of 1973 and a boom year of record dimensions is taking place. Production increases, first half of 1973 over 1972, were as follows in vital areas: rolled steel, 18 percent, motor vehicles, 13 percent, tractors, 21 percent, electrical household appliances, 30 percent, consumer electronic goods, 32 percent.

Supporting this economic surge, electric power consumption for industrial purposes increased 15.2 percent over the first half of 1972 and set an all-time record. Related rises in economic activity were: exports (excluding coffee) up 48 percent, revenues from tax collections up 37 percent, bank deposits and loans up 25 percent in June over December, and salary increases available for construction workers rose 20 percent-50 percent in recent months.

states, 15 percent and others, 9 percent.

The Rio-Sao Paulo megalopolis continues to grow. Demographic experts expect that by the mid-1980's the area will constitute a combined market of approximately 33 million relatively high income residents. Even though a major share of the Brazilian market will continue to be located in this megalopolis region, the expansion of industry and population centers in other regions today and in the future means that one-fourth to one-third of the dynamic Brazilian market for U. S. exports will be located in other booming cities, such as Belo Horizonte, Porto Alegre and Salvador.

Industrial Hub Of Interior Builds On Ore, Hydro Power

Today, as the major urban concentrations in Rio and Sao Paulo approach saturation under the impact of the Brazilian "Economic Miracle," Brazilian and foreign businessmen alike are forced to turn more and more toward the interior.

In this shift the businessmen are rediscovering the huge state of Minas Gerais, whose capital Belo Horizonte (Brazil's third largest city) is located at a geographical, industrial, and transportation crossroads of Brazil.

NEAR BELO HORIZONTE — *This crushing facility and conveyor system, constructed by Bechtel Corp., handles iron ore from the Aguas Claras deposit.*

Belo, as the city is commonly called, has become the important jumping-off site for development of the areas to the west and north, including such major undertakings as the expansion of the Federal Capital of Brasilia, the building of the Trans-Amazon Highway, and the development of the San Francisco River Valley. In a sense the position of Belo and Minas Gerais compares to the strategic position the Mississippi River held as a gateway to the American West.

That Minas Gerais will soon become firmly entrenched as Brazil's second industrial hub (after Sao Paulo) became evident early this year when Fiat announced a $280 million investment in a motor vehicle producing facility near Belo. This move ends Sao Paulo's virtual monopoly on motor vehicle production. The emergence of Minas Gerais was predictable as the state grew industrially at a higher rate than Rio and Sao Paulo during the 60s.

Minas Gerais, with 12 million inhabitants, is Brazil's second most populous state. It is a land of hills, plateaus, and plains larger in size than France. The climate is considered one of the most pleasant in Brazil. Its citizens live about equally in urban and rural areas, and the state has nine cities with populations of over 100,000.

Of even greater importance to Minas Gerais than its position as a gateway is the fact that this state is one of the richest areas in the world in mineral deposits. It has iron ore reserves estimated at 30 billion tons, with a particularly rich area south of Belo known as the "Iron Quadrangle". Iron ore from Minas Gerais feeds steel furnaces in Japan, Europe, and the United States as well as in Minas Gerais and other areas of Brazil.

The state is Brazil's largest producer of ores for aluminum, lithium, thorium, manganese, zinc, columbium, nickel, phosphate, beryllium, limestone and cement. In all, Minas Gerais contributes 60 percent of Brazil's mineral production and 22 percent of its metallurgical processing. These activities together provide about 40 percent of the state's industrial activity. Export of minerals from Minas Gerais in 1971 amounted to $280 million and could reach $500 million in 1973.

Rich in energy capacity

Minas Gerais is rich in hydroelectric energy capacity. Electricity production is presently approximately 14 billion kwh., which represents 25 percent of Brazil's total electric energy production. This level of generation is more than sufficient to supply the present needs of Minas and much of present production is being transmitted to other areas including Sao Paulo and Rio.

Industrial production of iron and steel, refractory materials, cement, automobiles, and earthmoving equipment has made Minas the second most important manufacturing area in Brazil. A number of important industrial zones have been established in Minas to assist investors. Contagem, on the outskirts of Belo, is considered one of the finest industrial parks in South America, fully serviced with water, electricity, paved highways, railway lines, sewage and garbage disposal, and telecommunication facilities.

Minas is also one of the principal agricultural centers of Brazil.

There is no frost, over 225 days of sunshine, and adequate rainfall—factors which contribute to its position as the leading producing state in cattle, swine, and milk products, and to its position as an important producer of rice, corn, beans, coffee, sugar cane, sorghum, soybean, cotton and garlic. Presently most of this output is processed outside of the state in the population centers of Sao Paulo and Rio de Janeiro, making one of the state's major objectives development of modern food processing plants locally.

The state has adequate road and rail systems that provide access to world markets. Paved north-south and east-west highways intersect in Belo Horizonte and the state has about 9,000 kms. of paved roads and 184,000 kms. of unpaved roads. The railroad network of Minas, which represents roughly 24 percent of the total network of Brazil, is undergoing significant improvement. A new railway between Belo and Sao Paulo will be ready in 1976, and the rail link between Belo and the port of Vitoria on the coast is being modernized. Belo is about an hour distant by air from Rio, Sao Paulo, and Brasilia, and has eighteen, twelve, and six daily flights to these cities, respectively.

Investment climate

The state government enthusiastically welcomes foreign investment and considers the foreign investor as a key component in its industrial development. The state facilitates foreign investment through fiscal incentive programs, by providing necessary infrastructure for industrial sites, and through technical assistance provided by its industrial development institute (INDI). INDI, with a permanent professional staff of over forty engineers, economists and marketing specialists, has assembled extensive information in an Investment Data Bank, and has prepared pre-feasibility studies on various projects. INDI has collaborated with a number of U.S. business groups, including the U.S. consulting firm of Arthur D. Little, to bring foreign investors to Minas.

The following are some of the American firms which have operations in Minas: RCA; U.S. Steel; Hanna Mining; Alcoa; Union Carbide; General Electric; General Motors; Cargill; IBEC; Corn Products; Molybdenum Corp.; Bethlehem Steel; National Bulk Carriers; Anderson Clayton; Monroe Auto Equipment; Westinghouse; Black Clawson; Collins Radio; St. Regis Paper; Owens Corning; New Holland Machine; Morrison Knudsen; and Marcona Corp.

OLD AND NEW IN PORTO ALEGRE — *In the foreground of this view of the downtown area of the Rio Grande do Sul state capital is the 150-year-old market.*

Brazil's Southernmost State Aims To Become A Top Industrial Area

E Tempo de Rio Grande—It's Rio Grande's Turn Now, is the battle cry adopted by this southernmost of Brazil's States. The State Government has outlined a set of goals to make this one of the leading industrial areas of Brazil, replacing the long-held image of being the country's granary and larder.

Rio Grande do Sul would seem almost like home to many Americans. Its climate is temperate and many of its people, a composite of various European strains, including Portuguese, German, Polish, Italian, Spanish, and others, look like transplanted Middlewesterners.

The land is ideal for agriculture, ranging from hills along the coast to great inland plains like the pampas of Argentina where cattle and wheat are raised. Almost any kind of livestock or crop will flourish. In fact, 12 percent of Brazil's agricultural output comes from Rio Grande with the principal crops being wheat, corn, soybeans, rice, tobacco and beans. Animal husbandry is a key activity and over 50 percent of Brazil's sheep are raised in the state. The rapid expansion of Brazilian production and world demand for soybeans and beef has proven to be an economic boon for the state.

Rio Grande's image is changing with the new industrial focus of its state government. It now accounts for about 7 percent of Brazil's industrial output, with non-traditional industries accounting for 36 percent of total output, led by the chemical industry (12 percent) and the metallurgical industry (9 percent). The traditional foods industries are continually being upgraded and modernized to meet

requirements of growing world markets. Highlights of the non-traditional industries include the largest cellulose plant and biggest agricultural machinery manufacturing facility in South America and a just completed mill for specialized steels.

The major export industries of Rio Grande include soybeans and soybean products, meat, wool and lumber. In the past few years the state has become a major exporter of shoes to Europe and the United States. Its fine cutlery receives orders from such places as Birmingham, England, and Solingen, Germany.

Greater exports are planned for the future with the port at the city of Rio Grande selected by the federal government as one of four ports in Brazil to be expanded as part of the "export corridor" program to speed agricultural and other exports. These ports will have capacity to handle the new super, 100,000-ton ships. The federal and state governments are investing heavily to expand and modernize highway and rail systems to feed into these ports.

Rio Grande do Sul's agricultural and industrial developments and dynamic export economy, and large-scale construction such as ports and transportation systems, has helped its seven million inhabitants develop one of the highest standards of living in Brazil. The skilled urban population of Porto Alegre, the state capital, and other major cities make Rio Grande the fourth largest market among the Brazilian States.

For the company that wishes to invest in Brazil, the State Government offers a series of incentives in addition to those available through the federal government. To facilitate inquiries, the State's Ministry of Industry and Commerce has assembled, in English, its Investor's Handbook as a portrait of today's Rio Grande do Sul and an informative guide to investor services.

Bahia Awaits Billion Dollar Petrochemicals Investment

The Brazilian northeastern state of Bahia and its capital Salvador have come alive economically following the announcement in May 1970 by Brazilian President Medici that Bahia would become Brazil's second major petrochemical center.

Bahia and the neighboring state of Sergipe account for virtually all Brazil's domestic petroleum and natural gas production. Investment in the petrochemical complex and related industries in Bahia is already scheduled for at least one billion dollars.

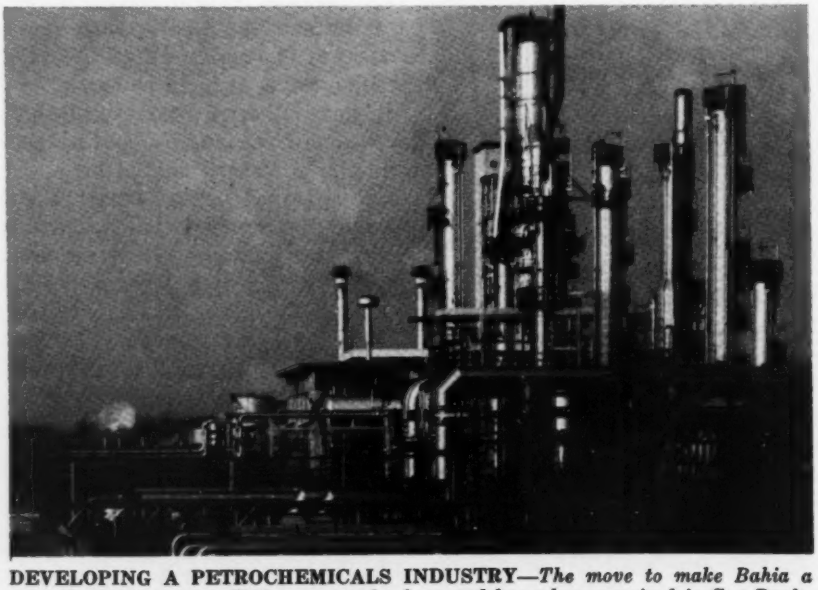
The governor of Bahia recently cited statistics demonstrating the greatly quickened economic pace in his state. A few: consumption of electric power for industrial purposes increased 32 percent annually from 1967 to 1972, and 36 percent in 1972; cement consumption went up by 91 percent between 1967 and 1970; and the volume of new construction, measured by building permits issued, increased 27 percent annually from 1969 to 1971 (only the state of Sao Paulo had a higher average).

Bahia is the sixth largest state in Brazil, with an area equal to that of France and a population of more than 7.5 million. Bahia has two ocean ports, an international airport planned, a new road connection with Rio de Janeiro, and thirty new hotels, including the Bahia Hilton, under construction or being planned.

Good resource base

Bahia also has a good base of natural resources including ample hydroelectric power, a good store of various minerals, and agricultural land producing cocoa, tobacco, sisal, castor beans, rubber, cotton, beans, corn, and tropical fruits in abundance.

The state has benefitted from the development policies of the Brazilian government which is striving to open up vast areas of Brazil through incentives favoring various regions of the country. Specifically, Bahia is favored by significant financial and fiscal incentives available in northeastern Brazil (the SUDENE program).



DEVELOPING A PETROCHEMICALS INDUSTRY—*The move to make Bahia a petrochemical center will draw on technology and know-how acquired in Sao Paulo.*

Other factors which have contributed to the rapid development of Bahia and continue to attract new investment are: its location, relatively near the large markets in southeastern Brazil; ready availability of various raw materials; low wage rates for unskilled and semi-skilled labor; pleasant living conditions in a resort-like atmosphere (Bahia is becoming an important tourist area with its fine beaches); and excellent, inexpensive plant sites in industrial parks.

Two new industrial parks are located near Salvador. One, Camacari, is housing the principal units of the new petrochemical complex. The other, Aratu Industrial Park, is the largest and most developed, opened in 1967. It occupies 168 square miles and has 52 plants in production, 29 under construction, and 90 in various stages of planning. The Park has good highway and airport connections, and a railroad spur is being laid. A new seaport, representing an investment of $25 million, is scheduled to open in 1974. The Park includes residences for 800 workers and their families and homes for an additional 1200 workers will be initiated soon. Supporting health, educational and commercial facilities exist or are under construction.

The Bahian state government and private organizations are eager to stimulate further investment and will provide detailed information to potential investors.

Prospects are promising

Bahia offers exceptional opportunities for sales of U. S. machinery and equipment. At present opportunities for U. S. exports appear promising in the following areas: mining, smelting, petrochemicals, off-shore petroleum drilling, agricultural machinery, food processing and distribution, textiles, hotels and tourism, electronic industry and metalworking.

Company headquarters for many of the larger firms are located in Sao Paulo or Rio; nevertheless, in many cases, it should be profitable for U. S. businessmen to visit the Bahia plants and their managers to determine their needs.

Many sales agencies in Bahia are independent of agents elsewhere in Brazil and have exclusive jurisdiction in Bahia and wider areas, and thus offer significant opportunities for representations.

Brazil Is Major, Growing Importer Of Computerware

Brazil depends almost entirely (about 96 percent) on imports to satisfy its growing needs for computers and related equipment. Domestic production is still in an early stage of development.

The 1972 market for computers and related equipment in Brazil reached $50.7 million, up $27 million over 1970. This sharp rise is attributed largely to the impact of the country's rapid economic growth.

Official 1972 estimates of the gross national product indicate that, for the third straight year, Brazil's economic growth has been about 10 percent.

Projections indicate that annual sales of computers and related equipment will rise at an average annual rate of 30 percent between 1972 and 1977, reaching a level of $188 million. This estimate may well prove to be conservative, especially during the early years of the period.

Purchases of small, medium, and large computer systems in 1977 are forecast to reach $164.7 million, and minicomputer sales should climb to $18.1 million; sales of peripheral equipment and data transmission equipment are expected to increase to $3.2 million and $2.3 million by that time, respectively.

Forecasts indicate that Brazil will spend more than $500 million for imported computers, peripherals, and data transmission equipment over the next five years, and U. S. companies should supply at least half the total demand for such equipment.

This article contains highlights from the recent Department of Commerce Export Market Digest "Computers and Related Equipment—Brazil". The publication is based on a detailed market research study carried out in Brazil. Other Brazilian equipment markets covered by recent market research studies are:

Agricultural Machinery and Equipment, Bio-Medical Equipment, Communications Equipment, Electronics Components, Food Processing and Packaging, Industrial Instrumentation, Materials Handling Equipment, Metal Finishing Equipment, and Printing and Graphic Arts.

Further information and loan copies of these studies may be obtained from Exporter Information Services, Foreign Market Reports, U.S. Department of Commerce, Room 1617M, Washington, D.C. 20230.

Good export opportunities

Export opportunities are good for American manufacturers of the following equipment:

General-purpose digital computers, minicomputers, and small, medium and large computers.

In Peripheral Equipment: Programmable intelligent remote terminals, Remote keyboard printer and terminals, Magnetic tape and disc drives, Keyboard-to-disc/tape devices, Card-to-magnetic tape converters, Magnetic ink character recognition equipment (MICR), and Optical character reading equipment (OCR).

Also, in Data Transmission Equipment: Modems, Concentrators, and Multiplexers.

Brazilians View Investors As Development Partners

Brazil's current economic expansion has generated numerous opportunities for both foreign and domestic investors. The nation's extensive physical and human resources enable Brazil to absorb considerably more capital than it presently possesses. Indeed, several key sectors, having reached their production limits, must have additional capital if they are to augment their output in response to strong market demand.

Large capital flow

Investments in 1974 may exceed the high levels attained during the past few years. This capital flow, encouraged by expectations of continued economic growth and political stability, promises to continue for the foreseeable future.

Brazil extends a purposeful, friendly welcome to foreign capital, permitting it to participate in the benefits of special regional and sectoral development programs. Enterprises considered to be of national interest, whether or not they fall within the purview of these programs, may obtain tax concessions and accelerated depreciation schedules for their investments. In addition to these federal incentives, most states offer special concessions in an effort to attract new capital.

The government's favorable attitude toward foreign investments stems from its belief that they can play a vital role in the nation's development. This role is qualitative, rather than quantitative, in that foreign capital provides only an estimated 9 percent of Brazil's gross investment. Government officials recognize, nevertheless, that an expanding economy requires increasing imports. Foreign capital is essential to help finance these imports, thereby preventing the foreign exchange deficit from hampering the nation's development effort.

Admittedly, gross equity capital flow into Brazil has been relatively small, perhaps only $395 million in 1972 according to balance of payments data. The indirect impact of these investments, however, is considered quite significant. New foreign-backed industries often replace imports, facilitate new or increased exports, and introduce advanced technology that improves national efficiency. In addition, foreign investments have been accompanied by inflows of financial capital that often exceeded the equity capital with which they were associated.

New loan requirement

Last year alone the financial capital inflow approximated $2.4 billion, reaching a total of $5.1 billion and raising Brazil's overall indebtedness to $9.5 billion. This year capital entered in such large amounts, for both new and existing companies, that it threatened the government's anti-inflation program. The government, therefore, has reduced this flow by requiring that 40 percent of such loans must be deposited in an interest-free account at the Central Bank. Investors have indicated, however, that they consider this requirement a short-term measure.

Direct foreign investments, although relatively small compared to financial flows, have recently grown quite rapidly. While no consensus exists as to the precise level of investments, registration data from the Central Bank are often used to gauge their movements and to estimate their approximate value. According to these registrations, direct foreign investments rose by $492.6 million in 1972, including both new inflows and rein-

VITAL ROLE SEEN FOR INVESTORS — *The federal and state governments offer special benefits for foreign capital. Brasimet, above, produces industrial products.*

vested earnings. By the end of last year, they totaled $3.4 billion, thereby doubling the $1.7 billion invested as of December 1969.

Foreigners have clearly concentrated most of their funds in the manufacturing sector—about $2.8 billion or some 82 percent of the total. Within this category, the largest amounts are employed in the production of chemicals and transportation equipment. Significant investments, however, have also entered into other industries.

Central Bank figures indicate that the United States is the leading source of foreign direct investment, having provided some $1.27 billion or 37.4 percent of the total. Other major sources and their percentage participation were: West Germany, 10.9 percent; Canada, 9 percent; United Kingdom, 8.2 percent; Switzerland, 7.5 percent; Japan, 5.7 percent and France 4.8 percent. The above figure on Japanese participation may well be misleading because numerous Japanese firms have been actively exploring Brazilian investment opportunities. Their investments by the end of 1973 may well show a sharp absolute and relative increase over 1972.

What U.S. figures show

Because Central Bank figures may understate the level of investments many observers also review the Department of Commerce estimate of United States foreign investments. Providing preliminary book value data for the end of 1972, this estimate indicates that Brazil, with some $2.5 billion of American investments, ranks seventh among the recipients of United States direct investments abroad. Last year's increase of approximately $417 million, moreover, was greater than in any other developing country.

The estimate also shows that some 70 percent of all United States investment in Brazil is concentrated in manufacturing. The automobile industry has received the largest share of this capital, but significant investments have also gone into the distribution of petroleum derivatives and into producing such varied items as foodstuffs, electrical equipment, rubber products, basic chemicals and pharmaceuticals. Indeed, United States firms are active in virtually all economic sectors open to foreign participation.

ARATU INDUSTRIAL CENTER — *This is one of two industrial parks located near Bahia's capital, Salvador. Foreign investors are solicited for these complexes.*

Current trends indicate that private American investment in Brazil continues to expand rapidly. Naturally, this trend depends on continued growth of the entire economy and on continued Brazilian receptivity toward foreign capital.

Projects are under way

Expansion projects are already under way in the paper, communications equipment, cement, automobile and other industries. Various companies are simultaneously studying proposals for major new or expanded investments in mining and in industries producing for the communications, electrical, transport and other sectors. In fact, significant investment proposals are being considered for virtually every major area of the economy. Given this trend, United States investments may increase to the point of exceeding those in Venezuela. They would thus be larger in Brazil than in any other developing country.

Qualified welcome

Brazil's welcome to foreign capital is not completely unqualified. This welcome certainly has some limitations. Foreign capital, for example, is excluded from providing domestic transportation or communications services; petroleum exploration and refining are monopolized by a state corporation; large mining operations must be undertaken by companies with majority Brazilian ownership; and foreign enterprises are not expected to establish utility companies. In addition, certain government financial programs offer foreign corporations short-term credits, but provide medium and long-term loans only to Brazilian enterprises, that is, enterprises

with majority Brazilian ownership.

These limitations have not been considered excessively restrictive to date. They might be viewed as merely part of the distinctive Brazilian economic character, which all investors should understand thoroughly. This brief article cannot mention all the pertinent economic subtleties, but the following may be indicative.

First, the true volume and structure of the domestic market should be carefully assessed because mere reference to Brazil's 100 million inhabitants, given the country's stage of development, is not necessarily a meaningful indicator. Any such assessment, moreover, should include both domestic and export market possibilities, especially since the government actively encourages and stimulates exports.

A second subtlety

Second, foreign capital registrations at the Central Bank are used in calculating remittance taxes. The basic tax rate is 25 percent for remittances averaging up to 12 percent of registered investment over a three-year period, rising to 60 percent when annual remittances equal or exceed 25 percent of the investment. Brazil sets no limit on remittances, but reserves the right to do so should the nation face serious balance of payments problems.

Third, real labor costs, due to indirect labor charges, are considerably higher than indicated by prevailing wage rates. These charges are variously estimated at 50 to 80 percent of the base wage rate.

Finally, the Brazilian economy is constantly changing due to its dynamic expansion. The government, determined to sustain a high rate of growth, pursues flexible, pragmatic policies in response to market requirements. The successful investor, therefore, must be equally flexible, pragmatic, and sensitive to changing conditions.

Procedures Are Outlined For Selling To Brazilians

All the usual import channels exist in Brazil for U. S. exporters: agents, distributors, import houses, trading companies, subsidiaries of foreign firms, etc. However, the typical import transaction is the importation of capital goods or raw materials by an individual firm for its own use.

The reason for direct importation is partially a shortage of working capital, with Brazilian import firms not generally maintaining a large stock of capital equipment and raw materials. Another reason is that should a buyer qualify for a duty reduction or exemption, an agent or distributor could not get the rebate on the import duty already paid on an item in stock.

Some flexibility in this area has been opened up by recent legislation enlarging the operations of bonded warehouses. These facilities could receive a great deal of use from Brazilian importers in the future and facilitate exporting for U. S. businessmen. However, the appointment of a representative in Brazil is necessary for U. S. exporters for marketing sales and services purposes if the company is to take best advantage of the market.

Agents and distributors

As in other countries the selection of an agent in Brazil requires careful consideration. A unique factor in the Brazilian situation, however, is that a prospective agent may not be able adequately to cover the entire country. A Sao Paulo-based agent, for example, may want to split his commission with a sub-agent in Porto Alegre who would cover the south of Brazil. But this kind of arrangement is not always attractive to an agent in Porto Alegre who is used to operating independently.

The ability of an agent to cover the country depends in large part on what he is selling; certain types of sophisticated machinery may have only a dozen or so potential buyers in Brazil, making marketing relatively simple. Less expensive equipment with a wide potential market and the need for countrywide service facilities, on the other hand, puts much greater organizational demands on an agent.

This article is adapted from the Commerce publication "Selling in Brazil." (OBR 73-51) which, together with "Foreign Trade Regulations of Brazil" (OBR 72-050), provides requisite basic information for exporting to Brazil. These may be obtained through any Commerce Department District Office or by writing to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

In addition to a company's own contacts in its search for the right representative, the U. S. Department of Commerce's Agency/Distributor Service can put the company in contact with potential agencies interested in representing the U. S. company in Brazil. Specific points to be covered by a written contract establishing a representative agreement are standard. However, once signed, a Brazilian agent is protected by law from unilateral termination of his contract by the foreign principal without "just cause." The foreign principal is required to pay a stiff indemnity to the agent in such cases.

Brazil's import policy can be summed up rather simply: virtual-

ly any product can be imported provided the corresponding duty is paid. The duty levels themselves are set according to a discretionary policy that weighs the desire of a particular industry for tariff protection against the country's need for products that are competitive in the world market.

Means lower duties

There has been no discernible trend over the last few years in the restrictive effect of Brazil's import regime as far as nominal duty rates are concerned, but there does seem to have been increasing use of export incentive schemes providing for exemption from, or reduction of, customs duties. This together with duty waivers or reductions granted on imports used in connection with certain government-approved projects, would mean that effective duty rates for a wide range of products are lower than the nominal rates.

Except in very few cases, Brazil requires a *guia de importaçao,* an import permit or certificate, that serves statistical and exchange control purposes rather than the regulation of trade. While it is up to the Brazilian importer to apply for the *guia* from the Foreign Trade Department of the Bank of Brazil (CACEX), much of what is required, such as technical details on the product and up-to-date pricing information, must come from the U.S. exporter. It is in the exporter's best interest to be as accurate and complete as possible when supplying this information since it is scrutinized by CACEX and cross-checked with information already in their files. Any seeming inconsistency could lead to considerable delays in the issuance of the import permit. Under ordinary conditions it is issued in five working days.

Under no circumstances should an exporter ship to Brazil without an import permit *(guia)* number. The shipment would then be subject to impoundment by Brazilian customs authorities, and it could not return to the United States without payment of about 150 percent of the value of the goods in duty and fines. If the goods are consigned to a Brazilian agent, the agent is considered responsible for their disposition.

SOUTH AMERICA'S BIGGEST PORT — *Shown above is a view of the port of Santos in the state of Sao Paulo. This article outlines procedures for selling to Brazil.*

The import of technology and other intangibles is handled somewhat differently from merchandise imports. The remittance of technical assistance fees and royalties is controlled by the Brazilian Central Bank and the National Institute for Industrial Property.

What these agencies do

These agencies set limits on the rate of remittance and pass judgment on the value of the technology. Each contract is examined separately. The review procedure is lengthy, except on those occasions when the technology is urgently needed by a Brazilian Government agency or an export industry.

A c.f. rather than c.i.f. price should be quoted a potential Brazilian buyer, since by law the shipping insurance must be placed with a Brazilian company. Also, if an importer receives a duty exemption or any such official favor, the merchandise must be carried on a Brazilian flag vessel unless a waiver is obtained from the Brazilian National Maritime Superintendency.

Common payment method

Letter of credit is the most common method of payment for U.S. exports to Brazil. Since a letter of credit is a costly proposition to the Brazilian importer, given the bank commission and high finance charges that must be paid, U.S. firms usually offer 180 days or more of credit to their better customers.

A Brazilian importer can freely accept a supplier credit of up to 180 days, but by law this credit must be interest-free. Supplier credit of between 180 and 365 days may carry an interest charge, but CACEX must pass on the reasonableness of the interest rate. Supplier credit of over 1 year must be registered with the Central Bank.

While the importer himself may

clear merchandise through Brazilian customs, this job is often turned over to a *despachante*, or freight forwarder. (*Despachantes* are often quite large organizations that provide a wide range of service to anyone wanting to expedite their dealings with the government).

The customs clearance fees charged by such an organization are controlled by the Brazilian government. *Despachantes* are employed not only because they can clear goods through customs faster than an importer can, but also because they eliminate the need for a permanent staff in the importing firm to handle such matters.

Business etiquette

For the U.S. businessman new to the country, there are some things to get accustomed to in Brazil. First of all, the pace of negotiation is slower than it is in the United States, and is based much more on personal contact. It is rare for important business deals to be concluded by telephone or letter. Many Brazilian businessmen do not react favorably to quick and infrequent visits by foreign sales representatives. They prefer a more continuous working relationship implying a long-term commitment in Brazil. Also, the Brazilian buyer is concerned with the after sales services provided by the manufacturer/exporter.

Do your homework

The slower pace of business negotiations in Brazil does not mean that the Brazilian businessman is less knowledgeable in terms of industrial technology or modern business practices than his U.S. counterpart. In fact one should be as prepared technically in making a call on a Sao Paulo firm as on a Chicago firm. In addition the American should learn as much as possible about the Brazilian economic and commercial environment.

While many Brazilians speak English, not enough do so to permit the conduct of business in that language. The non-Portuguese speaking U.S. businessman will find that he needs an interpreter on more than 50 percent of his business calls. Correspondence as well as product literature should be in Portuguese, with English being a preferable substitute to Spanish. Specifications and other technical data should be in the decimal metric system.

The U.S. Department of Commerce District Offices, in conjunction with the Bureau of International Commerce, are an excellent source of preliminary information for exporting to Brazil. An agency-distributor service, market research, business intelligence information and market promotion activities are available to assist U.S. businessmen.

Assistance is available

In Brazil, marketing assistance is readily available although it has not reached the same degree of sophistication as in the United States, due to a lack of centralization in retail commerce, market research, advertising and public relations activities. All forms of media exist and a local advertising or marketing firm would be in a good position to advise a U.S. supplier of the kind of marketing approach best suited to his products. Local industry associations can also be of assistance, especially if the products being sold are used by member firms. In fact, just the list of members of a particular association can be a valuable marketing tool.

Two independent American Chambers of Commerce for Brazil, the Chamber in Rio de Janeiro (Avenida Rio Branco, 123) and the Sao Paulo organization (located at Rua Formosa 367) can provide business guidance. Each organization publishes a directory of its members and is a source of useful information on Brazil and the activities of United States firms there.

RINGING UP ANOTHER SALE — *A Brazilian buyer signs as U.S. representatives watch at an International Packaging & Graphic Arts Exhibition in Sao Paulo.*

Pakistan's Economy In Good Shape Considering Massive Flood Damage

Pakistan is ready to start rebuilding following the worst floods in its modern history. Though loss of life was relatively light, damage to infrastructure, housing, and crops was vast and will entail additional imports and a massive rehabilitation effort by the government. Fortunately, despite this extensive damage, Pakistan's foreign exchange earnings are expected by the U.S. Embassy in Islamabad to be approximately as much as during FY 1973, a record year, because of high international prices for its major exports.

Pakistan and India have finally reached agreement on the return of approximately 90,000 military and civilian prisoners of war held in India. Likewise, Pakistan will permit Bengalees resident in Pakistan to return to Bangladesh and has agreed to accept a substantial number of non-Bengalees presently residing in Bangladesh.

Prospects are mixed

Standing crops and stored grain stocks were extensively damaged by the recent floods. However, if the government is successful in repairing widespread flood damage to the canal and irrigation system prior to the next growing season, the short-run prospects for Pakistan's largely agricultural economy are bright.

The overall outlook for the medium and long-term is not as promising, as there continues to be little new industrial investment by either the government or private sector. The recent nationalization of the domestically-owned vegetable oil industry, and of fertilizer distribution in Punjab Province, have further discouraged private investment.

A major and serious problem is the continued high level of inflation. Inflation will need to be checked to avoid repercussions.

Nevertheless, despite the problems, opportunities for U.S. sales to Pakistan are reasonably good, as Pakistan's annual foreign exchange receipts from exports and invisibles are estimated to be more than one billion dollars.

In addition, net foreign assistance should be substantial. Much of the external assistance will be directed toward tied imports, but the bulk of Pakistan's own foreign exchange earnings is used to finance imports from whatever source the importer desires. The source is usually determined by price.

Prime Minister Bhutto and other government officials have stated on several occasions that they welcome private investment.

However, with the exception of petroleum exploration and some tourism, there continues to be little new foreign investment. Potential investors appear to have concluded that foreign investment may be welcome, but that the Government of Pakistan, in contrast to the governments of some other developing countries, does not extend any particular concessions in order to attract it.

Nevertheless, there appear to be opportunities for profitable private U.S. investment, particularly in labor intensive industries, in the tourist industry (which the government is attempting to encourage), and in joint venture proposals or license agreements with private firms.

In March, Marathon concluded a concession agreement for a 10,000 square-mile area on the coast of Baluchistan and offshore. In April, AMOCO signed an agreement for a new concession of almost 20,000 square miles near its 1969 concession. In September, construction began on a Hilton Hotel in Lahore, and plans are well advanced for the construction of several luxury hotels in Karachi with the cooperation of major U.S. hotel chains.

The Government of Pakistan and the American Life Insurance Co. (ALICO) have continued to negotiate a compensation settlement for nationalization (1972), but the amount of compensation to be paid is still in dispute. In September, after a long series of discussions between the ESSO Pakistan Fertilizer Co. and the Government of Pakistan over post-devaluation pricing policies, a settlement satisfactory to both parties was concluded.

U.S. assistance will continue to finance the purchase of a wide range of U.S. goods such as steel products, tallow, and industrial raw materials. However, the purchase of U.S. agricultural products under Public Law 480 will be considerably reduced in comparison with the previous year because of reduced availability.

U.S. can increase sales

A part of Pakistan's foreign exchange will be used to service foreign debt and for purchases from tied sources. However, the major portion of Pakistan's substantial foreign exchange earnings are used to finance purchases from untied sources. Thus there is considerable potential for U.S. exporters to increase their sales to Pakistan. The key factor will be price competition, and aggressive sales efforts will also be necessary.

The immediate goal of the Government of Pakistan is to increase agricultural production. Thus prospects are bright for the sale of fertilizer, pesticides and other agriculturally related products. Prospects are also good for the sale of machinery for Pakistan's export industries such as textile machinery and leather processing, and also, over the longer-term, for equipment for expanding the mining sector. Likewise, studies indicate there are opportunities for sale of power generating equipment and sugar refinery machinery.

International Business Reports

International Businessman's Guide to Official Washington. Compiled by Nelson T. Joyner, Jr. 300pp. looseleaf, to be updated semi-annually. $150.

This guide aims to show international businessmen and executives where to go, who to see and what to do for help and information from the more than 40 agencies, bureaus and offices in the U.S. Government involved in international business.

It contains more than 1,000 names (along with telephone numbers, office locations and mailing addresses) of government officials who have information or manage programs to help solve international operating problems or make international operations more effective; pinpoints federal agencies involved in international business; lists some 700 resources—programs, publications and individuals—available for all facets of international business; describes 10 government services together with information on how to put these services to work effectively for a company's specific needs; and identifies some 500 government publications, periodicals and market reports pertaining to international business.

Write: Rockville Consulting Group, 414 Hungerford Dr., P.O. Box 1364, Rockville, Md. 20850.

The World Bank Since Bretton Woods. By Edward S. Mason and Robert E. Asher. Published by the Brookings Institution. 915pp. $17.50.

This is an analysis of the activities of the International Bank for Reconstruction and Development and the other members of the World Bank Group—the International Finance Corporation, the International Development Association, and the International Centre for Settlement of Investment Disputes.

Part One discusses the origins and institutional evolution of the Bank. Part Two considers the Bank as a borrower and a lender, and analyzes its principal functions. Part Three analyzes the Bank's "foreign relations"—its activities as a competitor and coordinator of bilateral development assistance, its relations with other international organizations, and its efforts to mediate international disputes. Part Four assesses the Bank Group as a set of development institutions. The closing chapter calls attention to some difficult problems the Bank faces as it enters its second 25 years.

Write: The Brookings Institution, 1775 Mass. Ave., NW., Wash. D.C. 20036.

Tales of Two City-States: The Development Progress of Hong Kong and Singapore. By Theodore Geiger. Published by the National Planning Association. 239pp. $3.50.

This is the third in a series examining successes in national development efforts. It not only surveys the progress, policies and prospects of Hong Kong and Singapore but also examines ways in which the development strategies and specific policies of these two city-states can be relevant to the needs and capabilities of other developing nations.

Write: National Planning Association, 1606 New Hampshire Ave., NW., Wash. D.C. 20009.

Conglomerate Enterprise and Public Policy. By Jesse W. Markham. Published by the Harvard Business School, 218pp. $9.

The unprecedented growth of large, diversified firms during the decade of the 1960's has raised important issues of business management and public policy. This study of such firms is directed primarily at the antitrust implications of corporate acquisitions. There has been much debate as to whether these conglomerate mergers required new law or simply an enlargement and modification of the existing antimerger statute. The objective of this study is to develop the factual analysis pertinent to these issues.

Based on information provided by more than 200 of the largest 500 U.S. manufacturing corporations, along with factual data available from other sources, this book examines the extent to which the large, diversified corporation owes its size and diversity to acquisitions as compared with internal growth; the effect of acquisitions on the level of concentration in specific industries; the extent to which such operation decisions as those concerning pricing, advertising, research and development, and capital expenditures are affected by the fact that the company is diversified.

Write: Division of Research, Harvard Business School, Soldiers Field, Boston, Mass. 02163.

Calendar For World Traders

Dec. 12 — New York — FCIB Publishers Export Credit Group luncheon meeting, Advertising Club, 1 p.m.

Dec. 13 — Chicago — Overseas Automotive Club's 43rd annual banquet, Sheraton-Chicago Hotel. 6:30 p.m.

Dec. 13 — Greenvale, N.Y. — Seminar on opportunities in Japan, C. W. Post Center, 4-6 p.m.

Dec. 18 — New York — FCIB hardware, Automotive and Allied Trades Group Christmas meeting and election of chairman, Advertising Club, noon.

Dec. 20 — New York — FCIB Drug, Chemical and Food Export Club Christmas meeting, Advertising Club, noon.

Worldwide Business Services

International trade specialists in the Department of Commerce and Foreign Service Officers in the U.S. Embassies and Consulates around the world are continually developing specific commercial opportunities through which American companies can find buyers, agents, partners or investors overseas. One of the major means for communicating these opportunities promptly and accurately to the U.S. business community is through the columns of this magazine.

The section that follows presents details about U.S.-sponsored overseas exhibits, licensing and joint venture proposals, opportunities to sell to foreign firms and government agencies and appoint agents, details on major construction and expansion projects, and notices of U.S. visits by foreign buyers.

U.S. Promotions Overseas

Biomedical Equipment and Instrumentation. Tokyo Trade Center. Jan. 21-26. Japan's efforts to treat the medical problems associated with an advanced industrial society have created an excellent market for U.S. biomedical equipment. The market is expected to reach $822 million by 1976. Cardiological-thoracic, respiratory-pulmonary, opthalmological, pediatric, nephritic, operating room, general hospital and clinical-research laboratory equipment will be the focus of this exhibition. Call closest District Office or Libby Walker, 202-967-2060.

Textile Machinery and Equipment Trade Mission to India and Pakistan. Jan. 27-Feb. 15. U.S. machinery and equipment have become increasingly competitive in this area of the world, especially in view of a relaxation by India of its highly restrictive import policy. Existing mills are being authorized to import additional loomage and spindleage. Soft credit for textile imports exists through possible Eximbank financing and IBRD, IDA and ADB loans. Call Herb Socks, 202-967-3846.

Food Processing, Packaging and Service Equipment Catalog Exhibition to Douala, Cameroon and Dakar, Senegal. Jan. 28-Feb. 1. The economies of these French-speaking countries are heavily dependent upon agricultural exports. Major emphasis in local government development plans is for increasing resources to be put into expansion of such exports. Rising levels of income have increased domestic demand for processed foods and improved packaging and servicing techniques. These nations provide access to wide markets through West African Customs Union membership. Call Robert E. Peterson, 202-967-3973.

Textile Machinery and Equipment Catalog Exhibition to India and Pakistan. February. Market research indicates a market of $500 million for textile machinery and equipment over the next five years. The governments of both countries have clearly indicated intention to make foreign exchange available to support local efforts at becoming self-sufficient in textile manufacture. Call Robert E. Peterson, 202-967-3973.

Electronic Industry Production Equipment Catalog Show to Tel Aviv. Feb. 5-13. The electronics industry has played a significant role in Israel's economic growth. The catalog exhibition, which will be held in conjunction with an international product fair in Tel Aviv, will provide U.S. suppliers and/or manufacturers with an excellent opportunity for business contact with local businessmen interested in this highly technical field. Call Robert E. Peterson, 202-967-3973.

Geophysical Equipment. Frankfurt Trade Center. Feb. 11-14. Germany and surrounding European countries offer excellent opportunities for the sale of sophisticated geophysical equipment on the earth sciences, oceanography and meteorology. German participation in a growing number of international geophysical research programs requires application of the most advanced methods and equipment. U.S. manufacturers will have a unique opportunity to reach buyers. Call Charles Whitley, 202-967-4941.

Metal Finishing Equipment Trade Mission to Hungary, Poland and Romania. Feb. 11-20. Products featured will be metal cutting machine tools, metal forming machine tools, casting machines, rolling mill equipment, welding and surface tempering products, industrial ovens, metal cleaning and spraying equipment, and tools and dies. Interest of these countries in improving the quality and efficiency of their primary metals and metal-using industries, as emphasized in their respective five-year plans, indicates high potential for U.S. products and processes in this field. Officials in these countries have expressed high interest in American technology to improve these basic industries. Call William J. Bushwaller, 202-967-4511.

Advanced Business Systems and Equipment Technical Sales Seminar to Austria, Hungary and the USSR. Feb. 11-27. Increased demands for automated business equipment and the need to improve existing standards of operation combine to make this area a lucrative market for the business machine industry. Items in demand include calculating and accounting machines, electronic computing equipment, bookkeeping and invoicing machines, duplicating and reproduction equipment, microfilming systems and related equipment. Call Jim Boney, 202-967-3846.

Laser/Electro-Optical Equipment. Tokyo Trade Center. Feb. 12-16. The Japanese market in this field is increasing at 30 percent annually. Total market value in 1972 was $106 million. Imports for the last three years have been increasing by 30 percent. Lasers and laser systems lead this field. Contact Maurice Shea, 202-967-2461.

Industrial & Commercial Security Equipment. Milan Trade Center. Feb. 19-23. At the request of exhibitors at the successful 1972 show this theme is being repeated. Recent research indicates that U.S. manufacturers of industrial and commercial security equipment will find Italy a ready market for their products. The Italians are ready for the more sophisticated American equipment and at present the market is estimated at $50 million. For information call Mara Yachnin, 202-967-4605.

Office Equipment and Business Machines. Tehran Trade Center. Feb. 23-27. GNP is growing at 13 percent per year in real terms and has sustained growth rates over 11 percent since 1964. With many new businesses and industrial plants opening in Iran, the need for modern office equipment is critical. The Iranians buy American. Our exports have doubled since 1970 to $650 million, and the United States is now the number one supplier to Iran. Call Michel Smith, 202-967-4652.

Orthotic and Prosthetic Devices (JEEP). Paris Trade Center. Feb. 25-27. France, with the fastest growing economy in Western Europe, is making substantial expenditures for health care, and a promising market exists for aids to the physically handicapped. This event is specifically designed for U.S. companies that are not now active in the French market. Contact Patrick Willis, U.S. Department of Commerce District Office, 238 West Wisconsin Ave., Milwaukee, Wis. 53203, telephone 414-224-3473.

Light Industrial Packaging Equipment. Beirut Trade Center. Feb. 25-March 2. Light industry in Lebanon has grown rapidly in recent years—industrial exports increased by about 25 percent in both 1971 and 1972—and has become increasingly diversified. More efficient packaging systems are in increased demand. Opportunities exist for direct sales and for establishing representation. Call William A. Ducker, 202-967-5767.

Agricultural Machinery & Equipment (JEEP). U.S. East-West Trade Center, Vienna. Feb. 26-28. The countries of Eastern Europe have accorded agriculture a new priority in their five-year plans now that initial industrialization drives have been accomplished. The U.S. competitive position in these markets is improving significantly. Eastern Europeans consider American farm techniques well suited to their programs to organize large agricultural units, and U.S. equipment is respected for its efficiency and productivity. This promotion is designed to put you in contact with the key East-West traders specializing in representing your product lines in Eastern Europe. Call George Black, 214-749-1517.

Computers, Office and Business Machines and Supplies Catalog Exhibition to Ankara and Istanbul. February 26-March 6. Turkey's economy is growing at an aver-

age annual rate of 7 percent, with industrial growth pacing the economy at a 12 percent rate. A wide variety of business equipment is needed, ranging from typewriters to electronic computers. The Turkish Government is supporting imports of business equipment through specific authorizations of foreign exchange. Call Robert E. Peterson, 202-967-3973.

Port and Industrial Zone Equipment and Services Trade Mission to Portugal, Spain and France. Feb. 27-March 8. Materials handling, supply and repair equipment, and engineering services are needed at major ports—Lisbon, Barcelona and Le Havre—in addition to other industrial zones in the countries. Visits are planned to the worlds' largest drydock, the largest industrial zone in Spain, and Europe's fourth leading port at Le Havre. To reserve space on this mission, call Fred Crosley, 202-967-3746.

Hotel and Restaurant Catering Equipment Catalog Exhibition. Lesotho and Swaziland. March. Lesotho and Swaziland are two of the newest, fastest-growing vacation areas in Africa, which attract thousands of tourists year-round. This introductory trade promotional activity is geared to help meet the growing demands of this area's burgeoning tourist industry. Call Robert E. Peterson, 202-967-3973.

Vehicular Traffic Controls and Systems (JEEP). Tehran Trade Center. March. The automobile, truck and bus population of Iran, already in excess of 525,000 vehicles, is growing rapidly as additional production capacity comes on stream. There are now 12 assemblers of automobiles, and General Motors is building a new assembly plant in Iran which will begin production next year. Total output of the Iranian automobile industry is increasing at a rate of 20 percent a year under the impetus of Iran's Fifth Development Plan (1973-78). Traffic congestion in Tehran and other major cities has already become acute, and municipal authorities are forced to consider more sophisticated and comprehensive traffic control systems to cope with the problem. Call Don Ryan, 202-967-4652.

USAQUIP '74 — Agricultural, Building, and Construction Equipment and Products. Indonesia. March 4-9. This show is aimed at taking advantage of economic developments currently under way under the government's Five-Year Plan. U.S. equipment for construction and agriculture already enjoys an excellent reputation in this growing market. A good opportunity to introduce a new product line, reinforce present sales positions, look for an agent or distributor, or merely sample the market. Call Gus Duda, 202-967-5545.

Electric Power Trade Mission to India and Pakistan. March 4-21. American firms selling a product or service in the electric power generation or power transmission and distribution field should find an excellent market in these two countries. Pakistan plans to import $300 million worth of electric power generation and related equipment between July 1973 and July 1976. India's total outlay proposed for power in the Fifth Plan is $7.7 million. Call E. Lee Carteron, 202-967-2973.

Food Processing and Packaging Equipment Catalog Exhibition. Hong Kong, Malaysia and Thailand. March 4-22. Both Thailand and Malaysia are agriculturally-oriented countries with high growth rates in food production. The Thai and Malaysian Governments back agricultural expansion programs. The demand for high quality food processing and packaging equipment is increasing rapidly, creating a very favorable market for U.S. products. Call Robert E. Peterson, 202-967-3973.

Instruments for Physical and Chemical Measurements. U.S. Trade Center for Scandinavia in Stockholm. March 11-15. The Nordic import market for these selected instruments was about $180 million in 1972, an increase of 14 percent over 1971 and 41 percent over 1968, and is expected to continue its rapid expansion for the next several years. Currently, U.S. suppliers provide more than 20 percent of this market, or some $36 million worth. The U.S. share of the electro-optical instrument market in Sweden and Denmark alone rose 500 percent between 1968 and 1972. Call Edward Leslie, 202-967-4461.

Electronic Production & Test Equipment Exhibition. Milan Trade Center. March 12-16. During 1972 the Italian electronics industry is estimated to have produced $800 million worth of electronic equipment and all trends point to substantial increases through this decade. In the past, most manufacturing processes in the Italian electronics industry were manual and automated systems were restricted to a few large manufacturers. Now, with recent wage increases and constant labor demands for higher wage rates the industry is investing heavily in automated electronic production and test equipment. Call Samuel S. Spaulding, 202-967-4508.

Fishing and Fish Processing Equipment Catalog Exhibition to Montevideo, Uruguay and Mar del Plata, Argentina. March 12-22. Product lines in fish processing equipment will be featured, as both countries are embarked on programs to rapidly expand exports of fishing industries. Call Robert E. Peterson, 202-967-3973.

Printing, Packaging and Bottling Equipment — GRAPHISPACK '74. Barcelona. March 15-24. This major fair is an excellent means for penetrating the growing market for printing, packaging, and bottling equipment. Spain's rapid industrial growth and rising per capita incomes are bringing about increased consumption of packaging products and printed materials. The resulting demand for advanced machinery by the printing and packaging industries offers U.S. manufacturers many opportunities for profitable sales. An important international exhibition held every four years, GRAPHISPACK attracts buyers from all of Europe, North Africa, and the Middle East. Call Robert B. Wallace, 202-967-3822.

Light Metalworking and Woodworking Equipment Catalog Show to Beirut. March 17-21. The metalworking and woodworking industries in Lebanon, which account for over 16 percent of GDP, are rapidly growing and economically important. In Lebanon's generally expanding economy, all varities of U.S. metalworking and woodworking equipment are in demand. U.S. suppliers have the added benefit of dealing in a private enterprise-type system where they are price competitive. Call Robert E. Peterson, 202-967-3973.

Nuclear Instrumentation and Equipment Exhibition. Frankfurt Trade Center. March 18-21. The Federal Republic of Germany is a net importer of nuclear equipment and materials. Imports of U.S. equipment are expected to be in excess of $100 million a year by the end of 1975. Key targets for U.S. sales of nuclear equipment and materials are German nuclear research centers, which now buy over 50 percent of their nuclear-related electronic equipment from U.S. manufacturers. In the area of computerized electronic measurement equipment, U.S. products now account for over 80 percent of German purchases. Opportunities are also excellent in the field of nuclear medicine, where U.S. equipment occupies a leading position; consumption in 1975 has been projected at $70 million. Call Michael Hanpeter, 202-967-3849.

Hospital and Medical Equipment (JEEP). Sydney Trade Center. March 18-22. This exhibition will be limited to 8 new-to-market U.S. participants. Australia's biomedical equipment market, estimated at $33.4 million in 1972, may reach about $50 million in 1976, representing a 10.6 percent average annual growth rate. Recent currency revaluations and a unilateral Australian 25 percent across-the-board tariff reduction have combined to make many U.S. hospital and medical products increasingly attractive to Australian purchasers. Call John Klingelhut, 202-967-5752.

U.S. Marine Navigation Communications, Instrumentation and Safety Equipment Exhibition (JEEP). Seoul Trade Center. March 20-22. This exhibition, limited to only 8 new-to-market U.S. firms, is the opening event for the new U.S. Trade Center in Seoul. The Korean shipbuilding industry is one of the nation's most rapidly expanding heavy industries. As part of a Korean Government expansion program aimed at making Korea one of the top ten shipbuilding countries in the world, 14 new shipyards will be constructed by 1985 that would enable Korea to build 4.5 million gross tons of ships yearly. This expansion program offers many opportunities for U.S. manufacturers of shipboard equipment. Call Carol Murray, 202-967-2215.

Biomedical Trade Mission to Poland, Yugoslavia and Austria. March 20-April 4. American firms selling biomedical equipment, including cardiological, thoracic, respiratory-pulmonary function-thoracic, pediatric, nephritic, operating room, general hospital and clinical and research laboratory equipment should find good sales opportunities in these countries. Call E. J. Wason, 202-967-4918.

Numerical Control Machine Tools and Related Equipment Exhibition (JEEP). Buenos Aires Trade Center. March 25-29. Argentine manufacturers have become increasingly aware of numerical control machine tools as a means of improving the quality and exportability of their products. There is no local production of numerical control machine tools. Manufacturers of components and equipment essential for the servicing of these machines are also invited. Call Vicky Eicher, 202-967-4580.

Chemical and Petrochemical Processing Equipment and Instrumentation. Mexico City Trade Center. March 25-29. The chemical processing industry in Mexico grew 13.5 percent annually from 1960-70, and the projected rate for 1973-1980 is

around 14 percent. The industry's output is presently limited only by capacity, and new plants and expansions are being planned. Mexican imports are expected to increase from $47 million in 1972 to $59 million in 1975. Call Porter Clary, 202-967-5040.

Metalworking Equipment/Industrial Instrumentation Solo Exhibition. Caracas. March 25-30. This important international marketing event will provide an excellent sales opportunity in the rapidly expanding Venezuelan market for metalworking equipment and industrial instrumentation which, combined, neared $65 million in 1972. Current market research predicts that by 1971 industrial instrumentation consumption alone should total $44 million, with metalworking machinery sales expected to top $68 million based on continuously rising demand for higher-capacity metalworking machinery and industrial analytical, process control, dimensional test and non-destructive testing instrumentation. Government export incentives are being increased as Venezuelan industrial sectors, including basic metal and metal products, automotive, chemical and petro-chemical, paper and paper products gird for regional competition due to Venezuela's final entry into the Andean Common Market. Call Richard F. Muenzer, 202-967-5030.

AMPRO '74 — American Products For Industry. Taipei. March 25-31. This exhibition, sponsored by the Board of Foreign Trade, Republic of China, exclusively for U.S. firms, will feature machinery and equipment in the following major industrial categories: heavy construction and road building; electronics industry production and testing; food processing and refrigeration; metalworking and machine tools; packaging and materials handling; scientific and medical instruments and materials; and textile and apparel production and processing. American manufacturers are presented a unique opportunity through this exhibition to sell their products in the rapidly growing Taiwan market and to take advantage of the Republic of China's announced desire to increase purchases from the United States. Call Dave Horridge, 202-967-2798 or 4227.

Pollution Control Equipment. Paris Trade Center, March 26-29; Arles, France (optional), April 2-4. American manufacturers and suppliers of equipment for the control of air and water pollution, noise abatement, sewage treatment and solid waste disposal have an exceptional opportunity to enter into or to gain increased sales in the lucrative French market by displaying at these shows. French investment in pollution control equipment is substantial and growing fast. Rapid industrial expansion with its impact upon the environment has caused an affluent French people to examine the quality of life. Forecasts indicate that the French will spend about $575 million in this field during the next two years. A U.S. firm participating at the Paris Trade Center will reach a broad audience of customers from French industry and government, and may gain extra exposure in the south of France by displaying at Arles for an additional $300. Call John L. Wolf, 202-967-4942.

Mining Machinery and Related Transportation Equipment Trade Mission to Botswana, Zaire and Zambia. April. Each of these nations is dependent on imports of mining equipment in order to develop abundant mineral resources. While mining complexes in both Zaire and Zambia are becoming quite efficient—and copper is the main mineral involved—Botswana is just beginning to develop its minerals industry. An estimated $254 million will be expended for development of copper and nickel mining facilities. A commitment by the U.S. Export-Import Bank of $200 million is available in Zaire for mining expansion. Call Herb Socks, 202-967-3846.

Micrographics and Document Handling Systems. Tokyo Trade Center. April 1-6. Japan is an excellent market for U.S. micrographics equipment and document handling systems. Sales of micrographics products have more than tripled from $3.5 million to $11.6 million between 1968 and 1972 and are expected to reach $25 million by 1976. U.S. micrographics products supply about 30 percent of the Japanese market and account for almost all imports. In document handling systems an average annual growth of 10-20 percent can be expected during the period 1972-76. Call Suresh (Sam) K. Dhir, 202-967-2709.

Structural Components and Related Equipment (JEEP). Frankfurt Trade Center. April 2-4. The market is valued at about $2.6 million. For the next two years, continued rapid growth rates of 10 to 12 percent per year are expected. Products include plywood for concrete forms and for house building, particularly for prefab systems; partitions and acoustic panels, glass-fiber draperies; plastic and special resistant paints; and tools such as automatic nailers and caulking guns. Contact Director, U.S. Department of Commerce District Office, Room 821, City National Bank Bldg., 25 West Flagler St., Miami, Florida 33130, or telephone 305-350-5267.

Materials Handling and Construction Equipment Catalog Exhibition. Casablanca. April 8-13. Morocco's new economic plan, 1973-77, has an impressive target of $7 billion for investments, much of which will be channeled into industrial, airport, and seaport expansion and public building and private housing construction. The United States is already Morocco's second most important source of imports and the outlook for growth of this very promising market is favorable. Call Robert E. Peterson, 202-967-3973.

Structural Components and Systems (JEEP). U.S. East-West Trade Center, Vienna. April 9-11. The Eastern European construction industry generally lags behind that of the West in terms of quality, labor-saving equipment, and new systems of construction. Modular construction is the new wave. This promotion will help you reach the key East-West traders who, over the years, have built up the commercial contacts necessary to introduce your products into these new markets. Call Lou Nixon, 305-350-5267.

Institutional Feeding Systems (JEEP). Tehran Trade Center. April 13-17. In these days of acute food shortages, it has been estimated that Iran wastes 50 percent of its food resources between the farm and the dinner plate. Although Iran is a rich country, it cannot afford the luxury of waste of this magnitude. Since food must be mechanically handled to cut down waste, the market is wide open to manufacturers of food preparation and serving equipment. There is an established need for systems managers who are prepared to design and equip Iranian institutions to serve food economically. Call Don Ryan, 202-967-4652.

Shipboard Engineering and Material Trade Mission to Korea and Taiwan. April 15-27. Recent market surveys and currency readjustments indicate the timeliness of this Mission. Of particular interest is determination of the governments to expand present shipbuilding facilities. Product categories recommended include: cargo control, machinery control, cargo handling gear, anti-corrosion finishes and equipment, anti-pollution equipment, deck and engine room equipment, electrical equipment, hull equipment, galley and crews quarters equipment, materials for construction. Market research also indicates a real need for design and engineering services. Call David Brann, 202-967-4511.

Building Products and Construction Equipment Trade Mission to Hong Kong and the Philippines. April 17-25. In Hong Kong, in addition to its housing and school building programs, the local government plans a mass transit subway system, a second international airport, a

Sales opportunities in 7 U.S. commercial exhibitions, 9 catalog exhibitions, 32 shows at the 12 U.S. Trade Centers, 10 trade missions and 2 technical sales seminars are being offered to present and potential U.S. exporters between now and May 1974.

Each Trade Center exhibition is limited to one particular line of products and centers are located in Beirut, Buenos Aires, Frankfurt, London, Mexico City, Milan, Paris, Singapore, Stockholm, Sydney, Tehran, and Tokyo. Trade Centers are scheduled to open in Taipei and Seoul in March 1974. For further information on the Trade Center shows described or for more facts on U.S. exhibitions, **Write:** *Director, Office of International Marketing, Room 4015, U.S. Department of Commerce, Washington, D.C. 20230.*

U.S. specialized trade missions and technical seminars are comprised of groups of U.S. businessmen organized by the U.S. Department of Commerce to travel abroad to promote the export of U.S. goods and services produced by their particular industry. **Write:** *Trade Missions, Room 4219, U.S. Department of Commerce, Washington, D.C. 20230.*

new railway, and numerous automobile tunnels. In the Philippines, highway construction is also planned for connecting links to major cities, as is a commuter rail system to provide rapid mass transit for Manila. The Asian Development Bank and the IBRD are extending funds for the foregoing construction plans, with private sector participation featured. Call William J. Bushwaller, 202-967-4511.

Aviation Ground Support Trade Mission to USSR, Czechoslovakia and Hungary. April 20-May 4. Each of these nations is planning to increase expenditures where air traffic control is concerned because of vastly increased airport traffic. Call Larry Cozart, 212-967-3741.

MASHSTROY — U.S. Machine Tool and Machine Building Equipment Solo Exhibition. Moscow. April 10-19. The USSR continues expanding many branches of industry, especially production of automotive vehicles. This expansion necessitates a corresponding increase in demand for machine tools. The current five-year plan calls for investments totaling over $31 billion for machine building equipment. Call Oleg Jerschkowsky, 202-967-3376.

Industrial Process Control and Measuring Instruments Exhibition. Paris Trade Center. April 22-26. High government priority for industrial investment and modernization in the booming French economy has resulted in a $330 million market for process control instrumentation in France. This year's 20 percent depreciation of the dollar versus the franc means a competitive price advantage for U.S. instrumentation. Call William S. Gaines, 202-967-4414.

Environmental Control Equipment (JEEP). Buenos Aires Trade Center. April 22-26. Emphasized will be specialized environmental measuring, testing and control instruments and apparatus, and other related scientific, laboratory, and industrial instruments. Suppliers of other equipment for environmental control operations are also invited to exhibit. Call George Pollard, 202-967-5010.

Audio-Visual Equipment (JEEP). Mexico City Trade Center. April 22-26. U.S. audio-visual techniques are greatly admired in Mexico as the best available anywhere. If getting into a position to profit from continuing sales in this growth market is your objective, this first such promotion by the U.S. Trade Center in Mexico City is the ideal opportunity. Call Porter Clary, 202-967-5040.

Advanced Biomedical/Biochemical Hospital Equipment. Stockholm Trade Center. April 22-26. "Intermed '74," the second such exhibition to be held at the U.S. Trade Center in Stockholm, provides an opportunity for U.S. industry to promote advanced equipment throughout the four Nordic countries (Sweden, Norway, Denmark, Finland). The Scandinavian market is due to expand by over 100 percent from 1971 to 1976, reaching a level of almost $110 million. All four countries have plans to build new hospitals, to add outpatient and long-term health care facilities to their already extensive hospital network, and to broaden the scope of existing preventive medicine programs. Call Lee W. Swift, 202-967-3276.

Analytical and Process Instrumentation Technical Sales Seminar to Brazil and Colombia. April 22-May 3. Brazilian and Colombian markets for instrumentation are growing rapidly, owing to a rise in overall production and quality control requirements. Both nations are entering a phase of economic development/industrial expansion where the need for more sophisticated instruments is real. An additional incentive for the entry of U.S. suppliers into these markets is the almost complete lack of local production of this type of equipment and instrumentation. Call Wyn Coates, 202-967-3846.

U.S. Consumer Goods Pavilion. Osaka International Trade Fair. Osaka, Japan. April 23-May 6. Japan is currently the largest foreign customer for U.S. consumer goods. Japanese expenditures in the consumer goods area are expected to increase 17 percent by the end of this year and double by 1975. Increased Japanese interest in U.S. consumer goods has been stimulated by the yen/dollar realignment and by the increasing affluence of the Japanese consumer. The Osaka International Trade Fair is a major commercial event in Japan, and an excellent forum to display U.S. consumer goods. Call Robert Levine, 202-967-4057.

General Aviation Exhibition and Seminar, Maroochydore, Queensland, Australia. April 26-30. The rural and industrial sectors of the Australian economy are experiencing rapid expansion which is creating an ideal climate for increased sales of general aviation equipment. Sales potentials are now at the highest level since the late 60s. The exhibition will be adjacent to an airport with a 5,500-foot landing strip accommodating aircraft from cropdusters to executive jets. In addition to aircraft, this exhibition will also include displays of all other types of general aviation equipment. Call E. Marvin Belden, 202-967-5752.

Fish Harvesting Systems Trade Mission to Iran and Persian Gulf. May. The Persian Gulf is teeming with fish and shrimp that remain largely uncaught. Icthyologists estimate the annual potential at 200,000 tons, comprising sardine, tuna, bream, snapper, mackerel and shrimp. Iran realizes only about 10 percent of this potential, catching only 6,000 tons of shrimp and 14,000 tons of fish each year. Suffering from acute shortfall in protein production, Iran has the fiscal resources and the desire to improve the catch and will buy mother ships, trawlers, fish harvesting equipment, processing plants and refrigerated storage and transport units. Call Wanda Ale, 202-967-3119.

Oil and Gasfield Machinery & Equipment (JEEP). U.S. East-West Trade Center, Vienna. May 2-4. Equipment of all kinds for petroleum exploration, drilling, and extraction is in short supply in Eastern Europe; quite often what is produced domestically is obsolete or unreliable. In many cases badly needed equipment is not produced within Eastern Europe and must be imported. Reflecting the high priority the petroleum industry has in the five-year plans of Eastern Europe, imports of equipment for this industry have almost tripled in recent years. This promotion will help you get in contact with the vital East-West traders who have had long experience in representing your types of equipment in the East. Call George Black, 214-749-1517.

Harbor & Dockside Equipment (JEEP). Singapore Trade Center. May 8-10. Singapore is the fourth largest port in the world in terms of tonnage handled. Ten ships enter or leave the port every 15 minutes. As a natural corollary, Singapore is striving to become a major center of shipbuilding and repair. This exhibition is limited to new-to-market U.S. participants and is designed to put them in contact with potential representatives that can handle sales on a continuing basis. Call your nearest U.S. Department of Commerce District Office or George Dolan, 415-556-5866.

Food Industries Equipment. Mexico City Trade Center. May 13-17. A growing population and a more affluent consumer have raised demand for processed foods to unprecedented levels and created a record market for modern equipment for the food industry. Standards for processed foods established by the Mexican Government have intensified interest in the latest U.S. equipment, regarded in Mexico as the best anywhere. Call Porter Clary 202-967-5040.

Equipment for the Cosmetic, Pharmaceutical and Food Industries. Paris Trade Center. May 13-17. These industries comprise major growth sectors in the booming French economy. The increasingly strained productive capacity, greater interest in more advanced packaging techniques and a public becoming vocal in its demands for quality control and testing of products in these industries are all placing a heavier burden on the import sector. Call Andre Williams, 202-967-3748.

Printing & Graphic Arts Equipment Exhibition. U.S. Trade Center. Frankfurt. May 13-17. The market for sophisticated, labor-saving U.S. equipment in the German printing and graphic arts industries is expanding rapidly, as printers actively seek more efficient systems organization to boost their productivity. The U.S. share of German imports of printing and graphic arts equipment averaged about 25 percent of total imports from 1970 through 1972, or more than $17 million per year, and is expected to continue to grow at an annual rate of 15 percent. Call Don C. Schmadel, 202-967-2177.

Pulp and Papermaking Equipment. Stockholm Trade Center. May 13-17. Pulp and paper processing are cornerstones of the Swedish and Finnish economies, and are also important industries in neighboring Norway and Denmark. There are some 300 pulp and paper plants in the Nordic area, seeking technology which will make them competitive. Sweden alone will have invested $180 million in this industry by the end of 1973. This exhibition will feature pulp and papermaking equipment, including components; industrial process controls; computer systems; pollution control devices; and materials handling equipment. Call William Beiring, 202-967-3276.

Process Control Instrumentation Exhibition. Buenos Aires Trade Center. May 13-19. Argentine imports of process control instruments grew from $8.1 million in 1969 to approximately $15 million in 1972. Major expansion projects, other modernization developments and replacement needs are expected to generate a very active demand for imports of process control instruments into Argentina in 1974. The United States is the leading supplier of process control instruments, with 50 percent of the import market. Call George Pollard, 202-967-5010.

Licensing, Investment Abroad

Licensing and investment proposals from foreign firms are listed in these columns. Specific product interests in each proposal are highlighted in bold type to facilitate identification and each proposal is preceded by the appropriate four-digit product number taken from the Standard Industrial Classification (SIC) Manual.

Background information on opportunities abroad and assistance on overseas investments are available from the Foreign Investment Services Staff, U.S. Department of Commerce, Washington, D.C. 20230. "P" numbers should be used when responding to specific proposals.

WTDR indicates that a World Traders Data Report containing financial and background information on the foreign firm is available for $5 from the Department of Commerce, Export Information Division, Washington, D.C. 20230, or from any Commerce District Office.

OPIC indicates that the country involved is eligible for investment insurance coverage written by the Overseas Private Investment Corporation. Information regarding applicable coverage may be obtained from OPIC, Washington, D.C. 20527.

1521 — THAILAND — Established housing development firm currently **constructing 200 housing units** on the outskirts of Bangkok is seeking a joint venture with a U.S. firm for another project of the same size. Total cost of new venture is about $2 million with individual houses, including land, estimated at about $17,500. Company established in 1970 and hopes also to find U.S. engineering group to joint venture on a bid for the rapid transit system of Bangkok. Chanvid Kory, Managing Director, C. Suriya Co., Ltd., 544 Din Dang Road, Phyathai, Bangkok. P-73756. OPIC.

2033 — BRAZIL — A large corporation dealing in general construction activities is seeking a joint venture to engage in **industrial processing of agricultural products**, principally tomatoes. Technical assistance is primarily needed from a potential investor. The automated processing plant and distribution complex will be located in the State of Bahia. Asdubral Pedreira Brandao Filho, Manager, Division of Administration and Finance, Construction Norberto Odebrechi S/A, Comercio e Industria Road BR-324, KMO, Bairro Retiro, Salvador, Bahia, Brazil. P-73749. OPIC.

2041 — ZAMBIA — A Government-controlled enterprise is planning to establish a plant to process **4,000 metric tons of seed maize, 200 metric tons of sunflower seeds and 1,000 metric tons of potatoes.** All figures are for annual production capacity. Contacts with suitable U.S. consulting firms that can provide detailed plans for the entire project are sought. Rural Development Corp. of Zambia, Ltd., P.O. Box 1957, Lusaka. P-73744. OPIC.

2812 — INDIA — Seeks technical know-how for the manufacture of **caustic soda and chlorine.** Plant will be located in Haldia, West Bengal and estimated to cost $9.5 million. Propose to manufacture by the mercury-amalgam process the following per year (in metric tons): caustic soda 40,000; chlorine 36,000; hydrochloric acid 12,000; sodium hypochlorite 6,000. U.S. collaborator will be asked to assist in procuring machinery and equipment from the United States which is not available in India. Krishna Kishore Kar, 1 Lindsay St., Calcutta 700016, India. WTDR. P-53751. OPIC.

2869 — PORTUGAL — The government petrochemical concessionaire, Companhia Nacional de Petroquimica, S.A.R.L. (CNP) is reportedly proceeding with plans to develop a **petrochemical complex** at Sines in southern Portugal. CNP will convert naptha from the Petrosul refinery into ethylene feedstock for various downstream plants, including units to produce (1) vinyl chloride monomer, (2) polyvinyl chloride, (3) sythetic rubber, (4) acrylic fibers, (5) polyethylene, (6) polypropylene, (7) styrene, and (8) polystyrene. Reportedly, foreign firms are being sought for joint participation in each downstream plant, and U.S. capital and technology will be welcome. A report with background information is available from Foreign Investment Services Staff, Room 4021, U.S. Department of Commerce, Washington, D.C. 20230. P-73752.

2869, 2891 — SWITZERLAND — Seeks licenses for new products in the field of **chemicals for the building trade.** Of particular interest are adhesives and polyurethane based products such as elastic sealants, putty, caulking compounds, waterproofing compounds and coatings for subsoil water and roofs. Firm employs 500 and has excellent sales network. Thirty percent of products are exported. Peter Haubner, Bally CTU, Department Bauchemie, CH-5012 Schoenenwerd, Switzerland. P-73753.

2892 — INDIA — Seeks technical know-how to manufacture **nitrocellulose** used in commercial explosives. Capacity to be 1,000 tons per year. Contact B. A. Yashanovv, 41 Chowringhee Rd., Calcutta -700016, consultant for the Indian firm. P-73743. OPIC.

3079 — GERMANY — Seeks licenses to produce **corrosion-resistant flap valves of plastic**, preferably glass fiber reinforced polyester. The flap valves should be suitable for rated pressures of about 145 p.s.i. and should have an inner diameter larger than 150 mm. Firm is a limited partnership founded in 1899. It manufactures machines and apparatus for the chemical, cellulose, synthetic fiber, foodstuff and related industries. It employs more than 900 and has annual sales in the range of $9.5 million. HAW Harzer Apparatewerke K. G. Schwemann und Althoff, 3201 Bornum/Harz, Germany. P-73733.

3079 — MEXICO — Seeks joint venture or licensing agreement to manufacture **plastic construction materials for housing, such as tile, doors, windows, and other items.** The current Mexican housing boom provides a growing market, as the price of wood increases. Successful businessman in real estate development in Monterrey has sites and adequate capital, needs technology. Does not have firm source of supply. Senor Adrian Garza Salinas, Avenida San Pedro 400, Colonia Fuentes del Valle, Garza Garcia, N.L., Mexico P-73737.

3079 — SWITZERLAND — Seeks joint venture or licensing agreement to produce **plastic partitions and modular space dividers for offices, schools and factories.** Should be soundproof and fireproof, designed for simple, time-saving erection. Also, newly invented systems and equipment to convert solar energy from windows and other parts of the building into energy for air conditioning and heating. Firm is leading European manufacturer of metal rolling shutters, venetian blinds, awnings and office partitions, wants to expand into plastics. Plants in Switzerland, Italy, France, and West Germany. Employs 1,600, has annual sales of $35 million. Dr. W. Lehmann, Direktion, Griesser AG, CH-8355 Aadorf, Switzerland. P-73747.

3272 — SPAIN — Prestigious engineering and construction firm desires licenses for production of large **prestressed concrete pilings** normally employed in port facilities, **prestressed concrete sheel piling** and **prestressed or precast concrete retaining walls** used for foundations or basements of buildings or other civil works facilities. Contact Sr. Bescos, Agroman Expresa Constructora, S.A., Raimundo Fernandez Villaverde 43, Spain. P-73741.

3357 — JAPAN — Established assembler of pressure sensitive terminals and manufacturer of wire harnesses, switches and other electrical components seeks licenses to manufacture **flat cables for household electrical appliances.** Employs 250 with net sales exceeding $14 million. Contact M. Asama, Office of the President, Taiko Electric Co., Ltd., 26-21 Tamagawa 1-chome, Ota-ku, Tokyo 144, Japan. P-73754.

3442, 3444 — SWITZERLAND — Well-established firm operating mainly in the French-speaking part of the country seeks licenses from U.S. companies to diversify and expand its activities. Among items of particular interest are **metal sheetings with decorative profiles for exterior wall covering (aluminum, steel), wall elements for the construction of industrial buildings, claddings, novel types of windows (primarily frames and other parts), metal doors and other prefabricated metal items** for application by the building industry. F. Donner, President, Constructions Metalliques Donax SA, Avenue des Portes Rouges, 30, 2000 Neuchatel, Switzerland. P-73738.

3443 — TUNISIA — Large metallurgical firm with two large plants manufacuring **boilers, storage tanks, galvanized and**

non galvanized pipes, bottled gas tanks, metal structures, desires American collaboration in the expansion of existing products plant. Participation could be in the form of licensing arrangements or factories or establishment of new metal consultation and management services, with provision of machinery and equipment including technical assistance either as direct equity participation in joint venture or against immediate or delayed payment. Present plant activity services Tunisian market but there is good potential for exports to neighboring countries; special export incentives are offered. Victor Berrebi, President, SGI and Simet, Djelloud, Tunis. P-73742. OPIC.

3494 — PERU — Government owned water utility operating as an autonomous public enterprise in the Lima-Callao area is planning to establish a **gate and butterfly valve manufacturing** plant as a part of a general expansion program. It proposes to establish a large facility capable of producing valves according to the standards of the American Water Works Assn., and contacts with experienced U.S. manufacturers willing to enter into a joint venture for this project are desired. The American partner would be asked to provide technical know-how, the necessary machinery and equipment, and a part of the financing. Feasibility studies for the proposed plant are now underway. A copy of the valve specifications and other background material on this proposal are available from Foreign Investment Services Staff, Room 4021, U.S. Department of Commerce, Washington, D.C. 20230. P-73740.

3559 — DENMARK — Seeks a broad-based licensing agreement with a U.S. manufacturer of **equipment for the chemical industry, including paints, printing inks and related products.** The Danish firm offers extensive production facilities, its know-how in the field of machinery for the chemical trade, and its sales channels in Western Europe and other markets. The firm presently produces various types of machinery for the chemical industry. It wants to concentrate on fewer types of equipment and, therefore, has production capacity. The company has approximately 1,000 employees and was established in 1912. DIAF A/S, 25-29 Vibevej, DK-2400 Copenhagen NV, Denmark. WTDR. P-73748. Additional information and product brochures are available from the Foreign Investment Services Staff, Room 4021, U.S. Department of Commerce, Washington, D.C. 20230.

3569 — AUSTRALIA — Agency, license or joint venture to manufacture **packing and packaging equipment.** Interests include bagging and twist tying machinery; bag and pouch forming, filling and sealing machines; and weighing and checkweighing scales. Firm can provide service function. E. L. Palmer, Director, Duro-Matic Pty. Ltd., P.O. Box 131, Rydalmere, NSW 2116, Australia. P-73734.

3585 — GERMANY — Manufacturing rights for **plastic air coolers for closed circuit cooling of water.** Should be designed for use in a unit assembly system. To handle problems of corrosion, should preferably be made of glass fiber reinforced polyester. Firm produces machinery for the chemical, cellulose, synthetic fiber and related industries. Product line includes storage tanks, pressure and vacuum equipment, heat exchangers and rotary fillers. Also makes valves, fittings and pipings of standard and corrosion proof design. Operates modern facilities, employs over 900. In sound financial condition. HAW Harzer Apparatewerke K G. Schwemann und Althoff, 3201 Bornum/Harz, West Germany. P-73735.

3640 — AUSTRALIA — Agency or licensing agreement to produce all types of **residential and commercial lighting fixtures.** Would market through consumer outlets, other channels. Firm has diversified business interests; can aggressively promote sale of suitable lighting fixtures. C. Oatley, Director, Aniba Pty. Ltd., 179 Eagle St., Brisbane, Queensland 4000. P-73755.

3670 — SWITZERLAND — Seeks agency representation or license to produce **miniature electronic components.** Particularly interested in advanced potentiometers, conductive plastic and thin film. Also interested in **cross licensing agreements.** Currently produces trimming, wirewound and cermet potentiometers. Firm employs 140, markets in 24 countries. Has excellent reputation. Peter Schoechlin, President, Contelec AG, Portstrasse 38, 2500 Biel, Switzerland. P-73746.

3679 — INDIA — Joint venture to manfacture **electronic components.** Seeks capital, technical know-how and marketing assistance. Product interests include miniature motors, permanent magnet ferrites, contactors, semiconductor devices, integrated circuits, capacitors, filter relays and other components. Cost of the project is estimated at $400,000. Plant would be located at Santa Cruz Electronics Export Processing Zone at Bombay. The Indian firm is prepared to undertake a feasibility study. It is a major distributor of ball bearings and steel products. An affiliate manufacturers and exports steel bars, wire products and automobile shafts. Girdharilal B. Gupta, Managing Director, Harbanslal Aggarwal (India) Private Ltd. (HAPL), 101 Steel Chambers, Broach St., Bombay 400009, India. WTDR. P-73736. Further details are available from Foreign Investment Services Staff, Room 4021, U.S. Department of Commerce, Washington, D.C. 20230. OPIC.

6159 — DAHOMEY — Local bank authorized by the Government desires **$120,000 from American investors** either as a partnership or loan. Technical know-how and managerial assistance also sought. Aim of the bank is to mobilize existing domestic private savings not adequately or properly used at present; to promote the creation of small and medium-sized enterprises such as low cost housing, fishing companies, insurance companies, and other businesses; to arouse the interest of foreign investors in the economic development of Dahomey through joint ventures; to create an urban transport company. Minimum capital for opening the bank is $250,000; subscriptions of $130,000 have already been received. Kpenou Raphael Benjamin Djeguinhnou, Banque Dahomeenne D'Investissement, B.P. 254, Cotonou. WTDR. P.73739. OPIC.

8911 — LEBANON — Established engineering firm which has done design, planning and construction work in Saudi Arabia and Lebanon is seeking **collaboration with U.S. architectural, design and civil engineering firms** for projects in the Middle East, especially Saudi Arabia. Also interested in joint ventures with U.S. companies on activities being carried out in Saudi Arabia under supervision of the Army Corps of Engineers. Joseph Bechir, General Manager, ETEC Etudes Techniques, S.A.L., Beirut, Lebanon. WTDR. P-73750.

Licensing In U.S.

These are opportunities to manufacture foreign firms' products in the U.S. under a licensing agreement or, in some cases, in partnership. For additional information on these opportunities write the Investment Services Staff, Bureau of International Commerce, Room 4020, U.S. Department of Commerce, Washington, D.C. 20230 (202-967-2248) referring to the appropriate file number.

AUSTRIA — A small company is offering for manufacture in the U.S. under license its tire pressure gauges which allow for varying air pressure requirements depending on vehicle loads. The company has filed patent application. **File 2497.**

UNITED KINGDOM — A medium-sized company wants to license in the U.S. its patented refractory concrete placement system designed to eliminate disadvantages of shuttering, dry-gunning, and wet-gunning systems. **File 2498.**

GERMANY — A medium-sized manufacturer of paint spraying installations for the automobile industry wants to license the manufacture in the U.S. of its special ceiling filter elements for use in paint spraying shops and plants. **File 2499.**

GERMANY — A large manufacturer wants to license the manufacture in the U.S. of its newly-developed electronic anti-skid system for passenger cars and commercial vehicles. The system prevents wheel lockup during a panic stop, and allows shorter stopping distance, full steerability and lateral vehicle stability. **File 2500**

GERMANY — A medium-sized firm is offering for manufacture its commercial drying installations for paper processing. **File 2501**

GERMANY — An engineering firm is offering for manufacture in the U.S. its patented ski training appliance, with which all skiing movements can be simulated. **File 2502**

SWITZERLAND — A large manufacturer wants to license and eventually arrange a joint venture with a U.S. company to manufacture in the U.S. its line of equipment for rapid disinfecting and sterilization of medical glassware, surgical instruments, syringes as well as special cloth, rubber items, and other items. The company is also offering its line of operation seats and tables, including a novel system for the positioning of patients for X-rays and extending equipment for treatment of fractures. **File 2503**

SWITZERLAND — A small company offers for manufacture in the U.S. its patented powder conveying system. **File 2504**

SWITZERLAND — A medium-sized manufacturer is offering for manufacture its cast resin jointless industrial floors, which are oil resistant and have anti-skid properties. **File 2505**

India Building Electronic Export Processing Zone

The construction of India's Santa Cruz Electronics Export Processing Zone (EPZ) is expected to be completed by the end of 1974. Located near Bombay's Santa Cruz International Airport, the zone will occupy more than 100 acres, and will be able to accommodate about 100 electronic plants and 50,000 employees. Warehouses, cafeterias and a public transportation system should be ready by June.

Top priority will be given to sophisticated electronic items. Present Indian regulations governing industrial licensing and foreign investment will apply to all ventures. However, in processing proposals for projects in the zone, restrictions relating to foreign equity and licensing fees will be relaxed to some extent. Emphasis will be placed on the foreign exchange potential and level of technology offered by the foreign firm.

For additional information, interested concerns should write the Development Commissioner, Santa Cruz Electronics Export Processing Zone, Government of India, Ministry of Commerce, Air-India Building (8th Floor), Nariman Point, Bombay 400 001, India. A brochure describing the EPZ is available from the Foreign Investment Services Staff, Room 4021, U.S. Department of Commerce, Washington, D.C. 20230. Copies are also available from the Indian Investment Centre, 708 Third Ave., New York, N.Y. 10017. P-73732. OPIC

Zairian Government Seeks Investors In Inga Region

In its efforts to attract foreign investment in the Inga region of the country, the Zairian State Commission for National Economy is publishing an illustrated brochure describing the advantages of establishing in the area. President Mobutu has announced that foreign investors will receive special treatment in fiscal, legal, customs and foreign-exchange arrangements. Development of metallurgical and chemical industries are of special interest to the Government.

Copies of an unofficial translation of the text of the brochure are available from the Foreign Investment Services Staff, Room 4021, U.S. Department of Commerce, Washington, D.C. 20230. P-73716.

Brazil Wants Aid In Building Minicomputer Industry

American mini-computer manufacturers interested in entering the Brazilian market should consider the assembly or production of a finished product or some components in Brazil. The Government of Brazil has announced that competition in the computer field is welcome, provided foreign firms indicate an effort to transfer technology to Brazil through licensing, assembly or joint ventures.

A copy of a report from the American Consulate in Rio de Janeiro covering this subject is available from the Foreign Investment Services Staff, Room 4021, U.S. Department of Commerce, Washington, D.C. 20230. P-73731. OPIC

Foreign Trade Opportunities

These trade opportunities are based on reports received from the U.S. Foreign Service by the Trade Opportunities Division, Room 1322, U.S. Department of Commerce, Washington, D.C. 20230. The commodities in which foreign firms have interest are indicated by the five-digit numbers and commodity classifications which are from the Standard Industrial Classification (SIC) Manual and the Numerical List of Manufactured Products, 1967 Census of Manufacturers.

U. S. firms should be aware that the listing in Commerce Today *of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the Department of Commerce pursuant to the Export Administration Act of 1969. Applicable export licensing regulations must be followed.*

Every effort is made to include only traders with good reputations. However, the Department cannot be responsible for any trade relations.

Abbreviations used are: I (importer); D (distributor); M (manufacturer); A (agent); R (retailer). To avoid delays, requests for loan material must specify country, commodity, foreign government agency.

WTDR indicates that a World Traders Data Report on this specific firm is available at $5 from the U.S. Department of Commerce, Room 1313, Washington, D.C. 20230. A WTDR is a trade profile which contains commercial information, including financial references, on an individual foreign firm. Orders must include complete name and address of the subject firm and be accompanied by payment. Further information concerning WTDR's and request forms is available at each Commerce District Office.

The mark (•) indicates that this trade opportunity is a request for bids by a foreign government agency.

Direct Sales

Foreign private firms and government agencies are interested in direct purchases of these products. See also "Representations" listing.

•15100 — THAILAND — Supply and construction of steel structures for turbine building, control room, administration building, power house workshop and storage building, workshop in mine, pumphouse and shed for fire-fighting pumps, cooling water treatment and demineralization plant buildings, garage and maintenance building and gate house. Estimated total weight of steel structure supply is 1,000 m.t. Crane in turbine building, rated load 100 m.t. with max. load of 125 m.t. and auxiliary hoist, 20 m.t. Crane in powerhouse workshop, rated load 15 m.t. Crane in workshop, rated load 10 m.t. Crane in pumphouse, rated load 2.5 m.t. Crane in cooling water treatment plant, rated load 1.5 m.t. Tender no. is MM005. Bid deadline is February 4. Tender documents may be purchased from Electro-Watt Engineering Services Ltd., Beethovenstr. 48, 8022 Zurich, Switzerland, at 250 Swiss francs per set. The bid-letting authority is the Electricity Generating Auth. of Thailand, Nothaburi.

Heavy construction, except highway and street construction

•16200 — ECUADOR — Construction of potable water distribution system project (Contract No. 4) divided into four parts: 4A—the Puengasi-Bellavista Alto Line, a 34 and 36-inch pipe, approximately 7,400 meters long; 4B—the Quebrada el Batan Line, 14, 18, 20, 22, 24, and 30-inch pipe, approximately 9,420 meters long; 4C—the Puengasi-Chiri[illegible]a Line, 16, 20 and 30-inch pipe, approximately 4,040 meters long (water pressure varies from 120 to 630 liters/cubic inch); and 4D—construction of reinforced concrete tanks of 7,000 cubic meters at Bellavista Alto, 3,000 cubic meters at Chaupicruz, and 4,000 cubic meters at San Bartolo. Interested firms may bid for the total project or any part of it as: 1) sole contractor responsible for the total contract or its parts, 2) general contractor responsible for the total contract or its parts employing a qualified subcontractor, or 3) consortium. The project is financed by Inter-American Development Bank loan 348-SF-EC. Prequalification deadline is Dec. 20. The call for bids is expected early in 1974 and the maximum construction time is 21 months. Prequalification documents are available at no cost from Gannett, Fleming, Corddry and Carpenter, Inc., P.O. Box 1963, Harrisburg, Pa., 17105. Bidding firms or consortia must have previous experience in similar projects of this magni-

tude. Suppliers of pipe, accessories and other related items must have no less than 5 years experience and must have supplied similar projects which have been in satisfactory operation no less than 3 years. The person to contact for additional information is Ing. Alberto Jacome, Gerente General de EMAP, Empresa Municipal de Agua Potable, Garcia Moreno 883, Quito, Ecuador.

●16200 — MEXICO — Construction of breakwaters, jetties, etc.; construction of docks and other port structures; mechanization of docks and warehouses; railway installations connected to the port; and hydraulic, electric and fuel installations. This is a call for registration of contractors who may wish to bid on these projects scheduled for construction during 1974. Registration documents may be obtained until Dec. 14 from the Secretaria de Marina, Centro de Prensa de la Alberca Olimpica, Esq. Division del Norte y Rio Churubusco, Mexico, D. F. After Dec. 14, they may be obtained from the Secretaria de Marina, Direccion General de Obras Maritimas, Departamento de Obras, Insurgentes Sur No. 465-6 Piso, Mexico 11, D. F. There is no bid deadline at this time.

Meat products

20161-20172 — BARBADOS — Fresh eggs, poultry & chicken parts. Barbados Marketing Corp., govt.'s sole importer of food & agricultural goods, requests bids on purchase of approx. 1000 cases (30 dozen each case) fresh eggs. BMC now in process of receiving bids from U.K., Jamaica, possibly other suppliers so there is urgent need to react quickly. Suggest prospective suppliers cable or call BMC directly as soon as possible. BMC claims to have made purchase arrangements recently with U.S. suppliers for 250,000 lbs. poultry consisting of whole chickens & parts, particularly legs. BMC planning purchase additional 50,000 lbs. for which purchase arrangements not yet firm. Suggest interested bidders contact BMC as soon as possible. Cable—Mr. Edwin Hurley, Gen. Mgr., Barbados Marketing Corp. (BMC), Bridgetown, Barbados, W.I. Cable "Marcorp" Bridgetown, telephone 63886.

Broad woven fabric mills, cotton

●22110 — IRAN — Imperial Iranian Ground Force Logistics Command request 400,000 meters of canvas for tents. Bids must be submitted to the IIGF Logistics Command, Abbasabad, Tehran, Iran, before January 21, 1974. Specifications and tender documents can be obtained from the Iranian Economic Mission, 5530 Wisconsin Ave., N.W., Washington, D.C., 20015, Attention: Miss Akbarzade. ★(202-654-7930)

●22110 — ZAIRE — Department De La Defense Nationale, Republic of Zaire, requests 90,000 meters of cotton cloth for Khaki combat fatigues, 1.4 meters wide, weight 300 grams per square inch. Interested U.S. manufacturers should contact the Quartier General, CIT, Bokwetenge, Conseiller Financier, Department De La Defense Nationale, Kinshasa, Republic of Zaire (correspondence requested in French). Unofficial translation of technical specifications available from Office of Textiles, Market Analysis Division, Room 2226, U.S. Department of Commerce, Washington, D.C., 20230, ★(202-967-5153).

Special Action

The following trade notice is deemed to rate the special attention of American manufacturers and suppliers by the U.S. Commercial Officer overseas.

36512-38610 — NIGERIA — Two thousand TV sets for home use. To be purchased by State TV service for resale. Station uses European screen pattern. Benue Plateau (BP) State Government in process of establishing new television service. Anticipate start of operation in April. Gen. Mgr. is American trained. Equipment desired is complete film unit (sound and picture, dubbing, developing, editing, processing, etc.) and complete animation unit, including complete film unit; negative film processing plant; film densitometers; dark room film joiner; magazines (600 to 1,000 ft.); self-perforating tone-type film splicer; moviescope (16 mm); film rewinder; two-way synchronizers; preview theater projector, mag/optical; editing equipment; newsreel; film production equipment —black projection equipment; light meters; printer; full track tape recorder; additional gates and sprockets; animation equipment— animation stand; two ground steel columns with zoom handwheel and zoom counter reading; zoom hand wheel mounted at front of table base; variable speed zoom motor; base and rotation unit; table top with two peg tracks and compound; 12" field platen with glass; 16mm animation camera fitted to animation stand; animation camera; control console; automatic focus; projection light for viewfinder; all other accessories. Above list is only suggestive. Manager has been away from U.S. for several years and is not fully familiar with latest developments. He prefers high quality U.S. equipment but is under pressure to buy other equipment because of lack of information in Nigeria. Speed of reply is of great importance. Interested firms should be prepared to supply all or most of the requested equipment in one package. Firm also very interested in obtaining technical assistance from U.S. supplier in setting up equipment and training Nigerian personnel to operate. TV Service is well financed and ready to pay. Three other Northern States have plans for television services. U.S. responsiveness at this time will have significant effect on ability to make further sales to other states. Interested firms should write: Dr. Girgis Salama, Gen. Mgr. Benue Plateau Television, PMB 134, Jos, Benue Plateau State, Nigeria. Telephone—Jos 2761, 2776 or 2072/210; Cable C/O Chief Information Officer, Benue Plateau State, Ministry of Information, Jos.

2211731 — JERUSALEM — Finished cotton broadwoven fabrics, dyed and finished, particularly corduroy and "faded" jean material; initial purchase estimated at 10,000 yds. of material. Mrs. Sarah Kleinman, Owner, S. Kleinman, 11 Shaarei Torah St., POB 16097, Jerusalem. Tel. 30184 (Tel Aviv Office).

2211450 — MALAGASY REP. — Cotton flannel. Initial order of 50,000 meters if prices competitive. Requests samples & price quotations (f.o.b., U.S. port & c.i.f., Port of Tamatave. Vettex Madagascar, a corp. est. 1962 with capitalization of $360,000, operates Madagascar's largest clothing factory (men's, women's & children's clothing—pants, skirts, shirts, dresses, shorts, polos, etc.). Products sold through country & also exported to Reunion & Comoro Islands. Total staff: 450. Henri Junot, Commercial Dir., Vettex Madagascar, Boite Postale 1283, Route D'Ampasanimalo, Tananarive. Cable Vettex; tel. 219-72.

Broad woven fabric mills, manmade fiber, silk

●22210 — ZAMBIA — Republic of Zambia requests 608,000 meters of Terylene (polyester)/wool fabric, 2,000 meters of blue serge and 1,000 meters worsted flannel. Bids must be submitted before December 31. Tender documents can be obtained from the Secretary, Republic of Zambia, Central Supply and Tender Board, P.O. Box 1009, Lusaka, Zambia. Tender notice and specifications are available from the Office of Textiles, Market Analysis Division, U.S. Department of Commerce, Washington, D.C., 20230, ★(202-967-5153)

Household furniture

2515115 — JAPAN — Innerspring mattresses, for single, double, king and queen sized beds; in price range of $300 to $1,500. Buyer is well-established importer of furniture, home interior, & leisure products seeking to expand into other areas. Is seeking to assemble beds in Japan using mattresses of American manufacture. Marketing territory would include all Japan. Mr. Korekiyo Terada, President, Tak & Co. Ltd., 1-12-8 Momochi, Nishi-ku, Fukuoka 814. Cable: Tacko Fukuoka; tel. (092) 84-0248.

Pulp mills, products

2611111 — CHILE — Dissolving pulp. Est. annual cost $1,632,000. Potential annual consumption 4,800 tons. Buyer wants supplier responses urgently. Direct purchase & agency. Carlos Perez Poletti, Mgr., Rayonhil, Industria Nacional de Rayon S.A., Huerfanos 1011, Casilla P.O.B. 3672, Santiago. Cable: Rayonhil, tel 68285.

Converted paper, paperboard products

2643111 — SOUTH AFRICA — 25 kilo onion bags, size 50 by 80 cms, made from paper, jute or cotton/nylon mixture. 20,000 required urgently; 1000,000 annually. Quote c.i.f. Cape Town. Buyer is large exporter of fresh fruit, frozen vegetables, canned fruit & vegetables, fresh & canned meat, frozen fish, etc., enjoys good business reputation. Local harvesting of onions starts December. Buyer requests prompt quotations from potential suppliers. Cable: Mr. P. Von Collas, Mgr., E. M. Gaertner & Co., P.O. Box 190, Cape Town 8000. Cable: Gaertson; tel 44-5105.

Industrial chemicals

●28100 — ISRAEL — Sodium carbonate, heavy (soda ash) — 15,000 metric tons. Specifications are not avail-

able. The Government of Israel is interested in contacting possible suppliers of the above item. They will require 15,000 tons annually, with an immediate delivery of 3,000 tons. Tender number and bid deadline unspecified. Interested bidders should contact Mr. Joseph Mazur, Director, European Division, Foreign Trade Department, Ministry of Commerce & Industry, Jerusalem.

Soap, detergents, cleaning preparations, perfumes, cosmetics

●28240 — ALGERIA — Government of Algeria requests 160 metric tons of acrylic fiber (80 metric tons at 3.3 St. and 80 metric tons at 6.7 St.) Interested U.S. suppliers should contact Societe Nationale des Industries Textiles (SONITEX), 5 Rue Abane Ramdane (B.P. 41, Alger Strasbourg), Algiers for additional information. (Correspondence requested in French).

Drugs

2833110, 2833281 — JERUSALEM — Antibiotics; inorganic medicinal chemicals of all types to be purchased in bulk, including magnesium and aluminum-hydroxide. Firm is new importer/agent on West Bank of Jordan (now occupied by Israel) for medical, pharmaceutical and surgical products. It is the most recent addition to large and long established business interests of Bandack Family in Bethlehem. Firm plans immediate purchase of products listed above for sale in West Bank and Gaza, with long-range goal of negotiating exclusive agencies in same product lines. Firm has received samples and offers from various European companies, and will await contacts from U.S. firms before deciding on amount and type of purchase. No U.S. companies as yet represented. Tony Bandack, Manager, Kakish and Bandack Trading Co., P.O.B. 115, Bethlehem via Israel. Cable: Tradico; Tel. 94-2705.

Fabricated rubber products

3069575 — SWITZERLAND — Molding sheet rubber for investment jewelry casting, one eighth inch thick, in 50 lb. rolls, on one side coated with plastic fabric. Annual requirement 5,000 lbs. Requests prices, f.o.b. New York. Mr. Baumgarten, Swisscasting A. Corti, Seefeldstr. 331, 8008 Zurich. Tel: 01/53 87 14.

Steel mill products

●33100 — BURMA — 327 m.t. mild steel channels and angles of various sizes. Tender No. 15(T)15(M)72-73; bid deadline January 22, 1974. Managing Director, Burma Railways Corp., Bogyoke Aung San St., Rangoon, Burma. Specifications available at above address.

●33100 — BURMA — 689 mt. of mild steel sheets of various sizes. Tender No. 15(T)14(M)72-73; bid deadline January 22, 1974. Managing Director, Burma Railways Corp., Bogyoke Aung San St., Rangoon, Burma. Specifications available at above address.

●33100 — BURMA — 246 tons of mild steel flats and bars. Tender No. 15(T)13(M)72-73; bid deadline January 1, 1974. Managing Director, Burma Railways Corp., Bogyoke Aung San St., Rangoon, Burma. Specifications available at above address.

●33100 — COLOMBIA — 820 tons of steel material for the repair of railroad bridges. Tender No. 43; bid deadline Jan. 9, 1974. Ferrocarriles Nacionales de Colombia, Calle 13, Bogota, Colombia. Specifications available at above address at a cost of $41.

●33100 — COLOMBIA — 4,080 tons standard type railroad rails and 9,300 tons hard or wear resistant type rails. Tender No. BIRF 11; bid deadline Jan. 16, 1974. Ferrocarriles Nacionales de Colombia, Calle 13, Bogota, Colombia. Specifications available at above address at a cost of $206.

●33100 — INDONESIA — Various quantities of structural steel, steel sheet for roofing and steel sheet for siding. Tender No. 18/IDA/1973; bid deadline January 8, 1974. Perseroan Terbatas Perkebunan XII, P.O. Box 83, Bandung, Indonesia. Specifications available from Liaison Office P. T. Perkebunan XII, 73 Jalan Jenderal S. Parman, Slipi, Jakarta, Indonesia, at a cost of $7.23.

●33100 — THAILAND — Round steel bar, phosphorus 0.05 percent max., sulphur 9.05 percent max., min. tensile strength 41 KGS/MM/2, various quantities; indented prestressing wire, round cold drawn steel, 640 m.t. 4 mm diameter, 250 m.t. 5 mm diameter; iron wire 50 m.t. 3 mm diameter. Tender No. MEA-04-303; bid deadline Jan. 8, 1974. Purchases and Stores Department, Metropolitan Electricity Authority, 121 Chakpetch St., Bangkok, Thailand. Specifications available at above address at a cost of $5.

●33100 — THAILAND — Supply and construction of steel structures for various buildings, total weight of steel supply is 1.100 metric tons. Tender No. MM005; bid deadline Feb. 4, 1974. Electricity Generating Authority of Thailand. Specifications available at Electro-Watt Engineering Services Ltd., Beethovenstrasse 48, 8022 Zurich, Switzerland, at a cost of 250 Swiss francs per set.

●33100 — URUGUAY — Cold-rolled carbon steel strip and sheet, 98 tons. Tender No. 6993. Administracion General de Las Usinas Electricas y Los Telefones del Estado, Paraguay 2431, Piso NN Montevideo, Uruguay. Specifications available at above address.

Primary smelting, refining of nonferrous metals

3333421 — ITALY — Primary zinc in slabs. Quality CLN ZN A99 point 95 UNI 2013 PRD size of slabs: Approx. 1 x 2,25 meters; thickness: 35, 58, 66, 74, 82 millimeters. Prompt supplier responses needed. Quote c.i.f. Buyer eleven year old manufacturer of gaskets for automobile and industrial motors. Employs 20. Mostly supplies Fiat, Lancia, and other prominent local industrial companies. Also exports to West Germany. Antonio Luigi Bonassi, Gen. Mgr., Sagra SPA, Via Muriaglio 7, 1041 Torino. Cable Sagra Torino, tel. 336474.

Construction, mining, materials handling machinery, equipment

●35300 — BURMA — Ten fuel oil storage tanks of 10,000 imperial gallons each, with accessories. Tender No. BRC/IDA/13/(T)17(M)72-73; bid deadline Jan. 7, 1974. Managing Director, Burma Railways Corporation, Bogyoke Aung San St., Rangoon. Specifications available on a short term loan basis to firms domiciled in the U.S. from Transportation and Capital Equipment Division, Room 2806, U.S. Department of Commerce, Washington, D.C. 20230, ★(202-967-5593).

●35300 — BURMA — Ten electric hoists, three triple gear chain blocks, 100 hydraulic jacks, and four electric jacks required by: Managing Director, Burma Railways Corporation, Bogyoke Aung San St., Rangoon, Burma. Bid Number BRC/IDA/13(T)26(M)72-73 with a bid deadline of January 24, 1974. U.S. Embassy Rangoon, Burma, will forward tender documents to interested firms on receipt of certified check for $2.15 per set, payable to American Embassy in Rangoon.

Metalworking machinery

●35400 — SOUTH AFRICA — Turnkey billet inspection plant. The plant is to consist of nondestructive testing apparatus, defect removal equipment, and billet handling equipment. Tender Number N92. South African Iron and Steel Industrial Corp. Ltd., P.O. Box 450, Pretoria, Transvaal. Tender copies are available from the above address for R100 ($149.75) per copy.

Special industry machinery

●35500 — ALGERIA — Supply, install, and start-up "Synderme" (leather made from leather scraps bound by resins) factory. Correspondence in French required. Bid deadline Jan. 15, 1974. Societe Nationale Des Peaux Et Duirs (SONIPEC), 14, Rue Abane Ramdane, Algiers. A set of tender documents available for 200 DA (approx. $54.05) from Service Des de la SONIPEC at above address.

●35500 — BURUNDI — Machinery and equipment for three pulping plants for coffee-berries in the province of Ngozi. Supplies required include pulping chains, piping and accessories, pumps and engines, power generating units, wire netting (chicken run type) and high tensile strength iron wire, polyvinylchloride cloth, disk scales, weighing machines, precision balances, humidity meters to test unshelled coffee and other equipment. Tender number: N .03/73/OCIBU/IDA. Bid deadline: 3 p.m., January 7. Customer: Monsieur le Directeur de L'Ocibu, BP 450, Bujumbura, Burundi. Tender documents are expected to be available for short-term loan from transportation and Capital Equipment Division, Room 2806, BDC, U.S. Department of Commerce, Washington, D.C. 20230, (202-967-5566).

●35500 — GUYANA — Quotations sought for drum (roller) drying units used in the production of various cereal, fruit and vegetable products. Single drum unit with application rollers of medium size, i.e., 4' by 3' in length with variable speed drive. Separate quotation sought for unit with own steam generator. No bid deadline. For further details contact: Guyana Development Corp. (GDC), Bank of Guyana Bldg., Ave. of the Republic, P.O. Box 1021, Georgetown, Guyana. Cable: G.D.C., Georgetown, Guyana.

●35500 — INDIA — Crash fire tenders of 3,600 litres water capacity and 500 litres foam tank capacity complete with accessories; quantity — 60. Tender No. 209/76/016/TEC; bid deadline Dec. 27,

1973. Directorate General, Supplies and Disposals, Jeevantara Bldg., Parliament St., New Delhi. Tender documents available from India Supply Mission, 2107 Mass. Ave., N.W., Washington, D.C. 20008.

35500 — TUNISIA — Machinery to make carbon paper and stencils. Interested firms should send product catalogs and price lists to: Societe Tunisienne de Diffusion (STD), 5 Ave. de Carthage, Tunis, Attn.: Naceur Ben Amor.

General industrial machinery

●**35600 — TANZANIA** — Borehole pump testing unit consisting of: (a) One five-ton truck/trailer with winch; (b) One set shear legs; (c) One 30 kva, 50 hzn 400/230 volt, 3 phase, diesel engine driven alternator; (d) Four submersible pumps with motors (two for 6 inch borehole casing size and one each for 8 and 10 inches) plus other attachments and accessories. Bids must be submitted in accordance with the specifications and other conditions stipulated in tender documents. Tender No. 16 MAJI (1973); bid deadline Jan. 10, 1974. Secretary, Central Tender Board, P.O. Box 49, Dar Es Salaam. Specifications available on a short term loan basis to firms domiciled in the U.S. from the Transportation and Capital Equipment Division, Room 2806, U.S. Department of Commerce, Washington, D.C. 20230, ★(202-967-5593).

35616 — AUSTRIA — Jet nozzles for giant fountain (similar to Jet d' Eau in Geneva) to produce one jet of water mixed with air. The fountain consists of one perpendicular jet of water mounting to a height of 100 meters (110 yds); for optical reasons the water shall be mixed with air in the nozzle (relation: about 1 part water and 3 parts air). Pump delivery is 260 liters per sec. with a pumping head of 130 meters (about 140 yds.). The giant fountain will be located in one of the most popular tourist centers in Europe. This will provide the supplier of the nozzle with continuous free publicity. Der Landesbaudirektor in Kaernten, Attn: Dr. S. Posseger, Miesstalerstrasse 3, A-9010 Klagenfurt.

Communication equipment

●**36600 — INDIA** — Supply of power line carrier communication equipment for power transmission and distribution project. Tender No. IDA/MSEB/16, bid deadline Jan. 20, 1974. Tender documents available from Maharashtra State Electricity Board, New Kamani Chambers, 32 Nicol Rd., Ballard Estate, Bombay 400001 India, Attention: Chief Purchase Officer. When tenders are received at Commerce Department from India they will be available on 5-day loan basis from Science and Electronics Division, Room 1112, U.S. Department of Commerce, Washington, D.C. 20230. ★(202-967-4822).

●**36600 — IRAQ** — Supply, installation, initial operation and maintenance of telegraph switching equipment for a national telex network consisting of three exchanges, one in Baghdad with capacity of 250 lines, other two in north and south of Iraq with each capacity of 50 lines. Project also includes supply of pneumatic tubes and belt conveyor for the central telegraphic office in Baghdad. Tender No. 72A, bid deadline Jan. 15, 1974. Tender documents may be purchased for Iraqi dinar 40 (U.S. $136.05) not refundable. Tenders must accompany offer with (A) initial deposit of Iraqi dinar 15,000 (B) letter giving capacity of company (C) list of similar projects executed by bidder. Tender documents available at $136.05 per set from Ministry of Communications, Baghdad, Iraq. Cable address: Mowasalat.

●**36600 — THAILAND** — The Telephone Organization invites bids for equipment for the Metropolitan and Provincial telephone plant project 1972-1976 including hardware, splicing materials for aerial and underground cable, insulator and fixtures, wires, cable supplies, terminals and protectors, air dryers and accessories, loading coils, electrical tapes, plug and jack, etc. Bid deadline Jan. 14, 1974. Tender documents can be purchased at $100 per set from the Telephone Organization of Thailand, Ploenchit Road, Bangkok, Thailand.

Railroad cars

●**37400 — TUNISIA** — Supply of 200 open railway freight cars to Tunisian State Railway (SNCFT). As CKD kits or materials for total order. In addition to offer for 200 cars SNCFT invites separate tenders for 300, 400, and 500 cars for future delivery. Bidders to supply sample car. Bid deadline January 15. Tender no. MT-4. Tender documents may be purchased for $100 each from Societe National des Chemins de Fer Tunisien, 67 Avenue Farhat Hached, Tunis. Correspondence in French preferred.

●**37400 — TUNISIA** — Supply of 2-meter gauge and 5 standard gauge railway passenger cars plus spare parts. Tender no. M.T. 5. Bid deadline February 15. Correspondence in French preferred. Copies of tender documents may be purchased for $100 each from Societe National Des Chemins De Fer Tunisiens (SNCFT), 67 Ave. Farhat Hached, Tunis.

Surgical, medical, dental equipment

3842123-4 and 3842198—JERUSALEM— Bandages made of muslin, crepe, excluding self adhering bandages; all types of adhesive plasters, including self adhering bandages; other surgical items including elastic surgical supports, trusses, and disposable plastic gloves, aprons and syringes. Firm is new importer/agent on West Bank of Jordan (now occupied by Israel) for medical, pharmaceutical and surgical products. It is the most recent addition to large and long established business interests of Bandack Family in Bethlehem. Firm plans immediate purchase of products listed above for sale in West Bank and Gaza, with long-range goal of negotiating exclusive agencies in same product lines. Firm has received samples and offers from various European companies, and will await contacts from U.S. firms before deciding on amount and type of purchase. No U.S. companies as yet represented. Mr. Tony Bandack, Manager, Kakish and Bandack Trading Co., POB 115, Bethlehem via Israel. Cable Tradico; tel. 94-2705.

Watches, clocks, parts

3873561 — SWITZERLAND — 1000 pieces electronic digital quartz wrist watches. M. Erismann, A-Z Import—Export GmbH, P.O. Box 8617 Moenchaltorf. Cable: Azimex Moenchaltorf; tel: 01/86 94 19.

Wholesalers

50930 — ITALY — Up to 200,000 m.t. number one quality iron steel scrap, loose or in bundles. Estimated value from $10-$15 million. Buyer needs reply as soon as possible. Quote c.i.f. Genoa against l/c. Delivery on a monthly basis starting from Jan. 1974. Firm is well reputed importer/wholesaler/distributor of iron and steel products and steel mill equipment. Sells within Italy and other EEC countries. Airmail or Telex—Mario Ferraris, Mgr., Mario Ferraris—Agenzie, Via Cesarea 2/29, 16121 Genoa. Telex: 27060-Genova PP Per Mario Ferraris 565052; tel: (010) 565052.

50930 — TAIWAN — Used tires, initial purchase 300 tons. Please quote f.o.b. Los Angeles. Mr. H. L. Huang, Mgr., Wong Long Seng Hong, 137 Chung Shan Road, Taichung 400, Rep. of China. Cable: 7127 Taichung; tel. 2416 (Taichung).

Antique, secondhand stores

59310 — BOLIVIA — Used clothing for children, one ton. Felix Gonzalez, Pres. Cooperativa Minera Bolsa Negra Ltda., C/o Combol, Casilla 349, La Paz.

Representations

Foreign private firms are interested in agency agreements and/or distributorships for these products.

Textile goods

2298111 — SWEDEN — Polyester cords with nylon sheathing, working pressure 1-20 tons; to be used in hauling operations in mining. Mr. Karbeck, Torngren Skandinavia KB Wallingatan 11, S-111 60 Stockholm.

Paperboard mills, products

2631110 — KOREA — Unbleached kraft packing linerboard with following specifications; substance: 186 grs/M^2; roll width: various form min. 85 cm up to max. 160 cm; quantity: 1800 m/t per mo. approx.; shipment: earliest shipment desired; packing: standard export roll wrapping for converting paperboard for export packaging. President of firm says annual consumption in millions of dollars, wishes to switch from Japanese to U.S. source. Long term contract available. Seeks exclusive agency agreement and c & f Pusan quotation promptly. Mr. Jungsup Shim, Pres., J. K. Trading Co., Ltd., I.O.P. Box 4444, Seoul 100. Cable: Jeikeitrade, Seoul.

2631183 — KOREA — Unbleached kraft packing corrugating medium with following specifications: substance: 126 grs/M_2; thickness: 0.2-0.3 mm; ring crush: 12 kg up (C.D.); moisture: 8 pct. max.; roll width; various from min. 85 cm up to max. 160 cm; quantity: 2,400 m/t per mo. approx.; shipment: earliest shipment de-

sired; packing: strong seaworthy export rolls for converting paperboard for export packaging. President of firm says annual consumption in millions of dollars, wishes to switch from Japanese to U.S. source. Long term contract available. Seeks exclusive agency agreement and c & f Pusan quotation promptly. Mr. Jungsup Shim, Pres., J. K. Trading Co., Ltd., I.O.P. Box 4444, Seoul 100. Cable: Jeikeitrade, Seoul.

Glass, glassware

3229112 — GERMANY — Table glassware, machine-made mass article. For retail through dept. stores. Exclusive agency agreement desired. Company has good showroom facilities in favorable part of Cologne. Firm handles also china tableware, ceramics & gift articles. Replies from U.S. manufacturers only. Reply by fastest means to — Mrs. E. Kullen, E. Kullen Cdh, 5 Koeln 21 — Deutz, Musterhaus am Messekreisel, Zi. 32-33 Deutz-Muehlheimer Str., Tel. 883503 and 882487.

Primary metal industries

3399298 — SINGAPORE—Gallium metal 99.99%. Wishes to purchase 3,000 kilos gallium metal, 250 kilos per mo. C.i.f. Singapore. Reply to: Attn: Mr. Aviss Haleem, Mgr., Mash Enterprises, 104 Lorong L. Telok Kurau, Singapore 15. Tel: 441785.

Fabricated structural metal items

34430-34940 — VENEZUELA — Roller, sliding & high pressure gates for dams, irrigation projects, hydraulic power plants. Ring followers, hollow jets for hydraulic power plants. Firm is medium sized importer/distributor. Has sales & service facilities throughout Venezuela. Represents several German companies, but interested in acquiring U.S. lines. Mr. Karl Heinz, Mgr., Tecnova, S.A., Apartado Postal 68477, Caracas, D.F. Exclusive agency (or distributorship).

Visiting Buyers And Officials

ARGENTINA — Dr. Karl Zenzes and Mrs. Eva Peters de Zenzes, Cooperative Agricola de Rosario de la Frontera Ltda., Rosario de la Frontera, Province of Salta, Argentina. Interested in intensive study of know-how of latest U.S. **agriculture methods pertaining especially to beans, sorghum and soy beans and the import of latest agricultural equipment** to Argentina. Also requesting technical information about agricultural machinery related to improvement of his area. Will arrive in Los Angeles on December 15, to remain about two years. C/o Patrick Palmer, Springdale St., 17101, Huntington Beach, Calif. 92649 and later: c/o Dr. Francis Griffiths, 910 W. 6th St., Weslaco, Tex. 78596. Willing to visit all cities and states necessary for intensive study and investigation. WTDR in preparation.

INDIA — M. F. Tamboli, L. C. Mehta, T. Kumar—Steelcast Bhavnagar Private Ltd., Ruvapari Rd., Bhavnagar, Gujarat —deals in manufacture of alloy steel, carbon steel and manganese steel. Interested in technical know-how for manufacture of investment precision castings and centrifugal castings (alloy steel) and sintered products. Was due in New York on November 25 for four week stay; c/o Rahul K. Dedhiya, 5700 Arlington Ave., 17-J Riverdale, N.Y. 10471. Will visit New York, Chicago, Detroit, Houston, and Oakland. WTDR 7/73.

INDIA — P. J. Sheth, Ace Tools Private Ltd., B-5 Industrial Estate, Nasik 7, Maharashtra—manufacturer of precision holding tools for machine tool industry, interested in know-how for the manufacture of flywheel ring gears for automobiles. Was due in Chicago December 4 for two week stay; c/o Dr. P. Shah, 5471 South Hyde Park Blvd., Chicago, Ill. 60615 (312-955-1133). Mr. Sheth will visit Chicago, Detroit and New York. WTDR 11/73.

LEBANON — Edouard J. Hage, Est. Joseph G. Hage (Bardahl M.E.) P.O. Box 5855, Beirut—agent and distributor of oil additives. Interested in know-how, partnership, machinery for cutlery industry, and technical information. Is expected at New York on or about December 15 for a stay of about two months; c/o 17 Patricia Lane, Trenton, N.J. 08610 (609-585-7717). Will visit New York, Boston, Hartford, Newark, Philadelphia, Pittsburgh, and Buffalo. WTDR—none.

NIGERIA — F. O. Odeh, Nibok Chemicals, Ltd., 21 Wharf Road, P.M.B. 1156, Apapa, Nigeria. Interested in industrial chemicals, fertilizer, plastics; arriving on December 8 for approximately two weeks. Mail address in U.S.: c/o Daniel D. Harkins, Ashland Chemical Co., P.O. Box 2219, Columbus, Ohio 43216. Itinerary: Columbus and Los Angeles.

THAILAND — John Gourley, of Thai Diatomite Mining Corp. Ltd., 319 Airport Road, Lampang will arrive at Los Angeles Dec. 21 for a one month stay. Company operates a diatomite mine and is interested in obtaining technical assistance to establish a modern diatomite dressing plant and a possible joint venture with experienced U.S. firm. C/o Richard Morton, 7765 North Ridge Drive, Citrus Heights, California 95610, (916-725-5749). Will visit Los Angeles, San Francisco; WTDR in preparation.

Indonesia Invites Bids On Audio-Visual Equipment

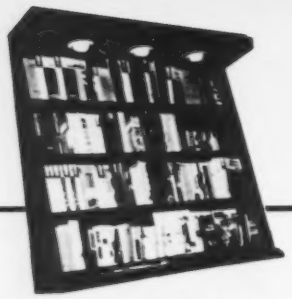
Indonesia is inviting bids for the following audio-visual aids equipment: nine 16mm movie projectors, ten slide projectors w/screens, ten overhead projectors, ten 35mm f/1.7 lens cameras w/accessories, nine 16mm movie cameras, nine 3-KW diesel generating sets, twenty cassette recorders, twenty portable megaphones, nine public address systems, and two hundred-and-twenty transistor radios. Tender No. IDA-4/IRP 3rd and 4th /73; bid deadline Jan. 7. Tender documents available from Directorate General of Water Resources Development, Direktorat Peralatan dan Perbekalan, Room No. 388, Jalan Pattimura 20/BLOK K III, Kebayoran Baru, Jakarta, Indonesia, for rupiah 3,000 each ($7.20). When received, they will also be available on a short term loan basis from Science and Electronics Division, Room 1128, U.S. Department of Commerce, Washington, D.C. 20230, (202-967-2939).

Future Construction Abroad

FRANCE—M. Jean-Loup Burgaud of the Environmental Ministry has announced that the specications for the government's project for the construction of **wastewater treatment plants for small municipalities** are now being drawn up, and will be available in early 1974. At that time, bids will be solicited through local publications, and interested firms will then be given 3-6 months to submit bids. Mr. Burgaud confirmed that foreign firms were welcome to participate; however, he added that the firm should already be established in France and must have had previous experience in the construction of similar wastewater treatment plants, preferably in France or elsewhere in the Common Market. Since the winning bidder will be required to provide maintenance service, a technical staff must be available in France. The pilot project will be for one plant for an as yet unselected town of 1,000 to 20,000 inhabitants. If successful, an initial order will be placed for 20 to 50 additional plants. More plants will be ordered later. Payment will be made by the municipalities themselves, which will receive federal government subsidies for that purpose. Should the pilot plant not meet bid specications, a high penalty will be assessed against the builder. Contact for the project is: Jean Francois Saglion, Secretariat Permanent Pour l'Etude des Problems de l'Eau, 67 Blvd. Hanssman, Paris 8.

HONG KONG — The Hong Kong Air Cargo Terminals, Ltd., will call for tenders at the end of this year to **build and equip an air cargo terminal.** The terminal will be built on two levels, each having a floor area of 187,200 sq. ft. The aircraft will nose into bays on the upper level and plan is to offload cargo directly into terminal. Designed annual capacity is expected to be 500,000 tons of cargo. Projected cost of facility is $13 million. Planning consultants for the new terminal are Breier, Neale, Patrone Associates of New York. They have specified a "sophisticated and flexible mechanical cargo handling system" as part of their overall proposals. For further details and to receive an invitation to tender, interested U.S. firms should contact: N. J. Best, General Manager, Hong Kong Air Cargo Terminals, Ltd., Kai Tak Airport, Hong Kong.

NETHERLANDS — The City of Rotterdam is considering the purchase of a multi-million dollar **solid waste disposal and/or recycling plant.** Plans are in a very preliminary stage, but a decision on the type of plant to be bought is expected to be taken in 1974. Actual purchase of the plant would not come for several years. The city has not decided what kind of system it wants, but the latest developments in the United States, offering optimal utilization of wastes would be of the most interest. Interested U.S. firms may contact: Ir. van der Kooy, Director Rotem, Gem. Reinigingdienst, Klein Polderplein, Rotterdam.



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OFFICE OF THE SECRETARY

NATIONAL TOURISM RESOURCES REVIEW COMMISSION

Destination USA. Vol .V—special studies. June 1973. 96pp. $1.15. This volume discusses the economic impact of tourism; tourism and the environment; National Parks; the airline industry; tourism and minorities, the elderly and handicapped.

DOMESTIC & INTERNATIONAL BUSINESS ADMINISTRATION

BUREAU OF COMPETITIVE ASSESSMENT AND BUSINESS POLICY

Construction review. Vol. 19, No. 8. Annual subscription $11.50 (add $3 for foreign mailing). Single copy $1. Featured in this issue: Construction materials input into highway construction.

BUREAU OF INTERNATIONAL COMMERCE

Overseas Business Reports

Annual subscription $28.50 (add $7.25 for foreign mailing). Single copies 30¢.

World trade outlook for Western Europe and Canada (OBR 73-54). 20pp.

U.S. foreign trade by quarters: April-June 1971; April-June 1973 (OBR 73-53). 30pp.

World trade outlook for Latin America and Africa (OBR 73-55). 18pp.

International economic indicators — a quarterly report (OBR 74-57). 46pp.

SOCIAL AND ECONOMIC STATISTICS ADMINISTRATION

BUREAU OF THE CENSUS

Population and housing inquiries in U.S. Decennial Censuses, 1790-1970 (Working Paper 39). 186pp. $2.50.

Small-area data notes. Vol. 8, No. 11. Sold in combination with Data Access Descriptions at an annual subscription price of $5.50. Single copies vary in price. This issue 25¢.

Country Demographic Profiles

Ghana. (ISP-30, No. 2). 10pp. 25¢

Construction and Housing

Housing vacancies (Series: H-111, 73-3). 14pp. Annual subscription (Series: H-111 and H-121 combined) $3.50 (add $1 for foreign mailing). Single copy 40¢. Vacant housing units in the United States in the third quarter of 1973.

Housing starts: September 1973 (C20-73-9). 14pp. Annual subscription $4.50 (add $1.25 for foreign mailing). Single copy 45¢.

Price index of new one-family houses sold: second quarter 1973 (C27-73-2). 8pp. Annual subscription $2.50. Single copy 50¢.

Value of new construction put in place: September 1973 (C30-73-9). 16pp. Annual subscription, $5.50 (add $1.50 for foreign mailing). Single copy (monthly) 55¢.

1970 Census of Housing

Housing of senior citizens (HC(7)-2). 996pp. At GPO Bookstores, $7.50; by domestic mail, $8.35.

1970 Census of Population and Housing

The coverage of housing in the 1970 Census (PHC(E)-5). 52pp. $1.05.

Distribution and Services

Green coffee—inventories, imports, roastings: third quarter 1973 (BG-41-73-3). 4pp. Annual subscription $1.

Monthly selected services receipts: September 1973 (BS-73-93. 12pp. Annual subscription $1.

Monthly wholesale trade—sales and inventories: September 1973 (BW-73-9). 20pp. Annual subscription $3.50 (add $1 for foreign mailing). Single copy 45¢.

Advance monthly retail sales: October 1973 (CB-73-327). 2pp. 15¢.

Weekly retail sales estimates for U.S. stores for weeks ending Nov. 10 (CB-73-333) and Nov. 17 (CB-73-342). 2pp. each. 15¢ apiece.

Foreign Trade

Puerto Rico and U.S. possessions: August 1973 (FT 800-73-8). 26pp. Annual subscription $5.50 (add $1.50 for foreign mailing). Single copy 45¢.

Bunker fuels: September 1973 (FT 810-73-9). 2pp. Annual subscription $1. Single copy 10¢.

General imports—cotton manufactures: September 1973 (FT 130-73-9). 14pp. Annual subscription $1. Single copy 10¢.

Waterborne exports and general imports: June 1973 (FT 985-73-6). 20pp. Annual subscription (FT 900, 975, 985, and 986 combined) $3. Single copy 10¢.

Airborne exports and general imports: September 1973 (FT 986-73-9). 4pp. Annual subscription (FT 900, 975, 985, and 986 combined) $3. Single copy 10¢.

Industry

Inventories of brass and copper wire mill shapes: 1972 (Series: M33K(72)-13). 16pp. Annual subscription $1.50. Single copy 15¢.

Heating and cooking equipment: 1972 (Series MA-34N(72)-1. 10pp. Annual subscription $1.50. Single copy 15¢.

Selected atomic energy products: 1972 (Series: MA-38Q(72)-1). 4pp. 25¢.

Refractories: summary for 1972 (Series: MQ-32C(72)-5). 6pp. Annual subscription $1. Single copy 25¢.

Population

Current Population Reports

Annual subscription (Series: P-20, P-23, P-25, P-26, P-27, P-28 (summaries only), P-60, and P-65) $30.50 (add $7.75 for foreign mailing). Single copy prices vary.

Population Characteristics

Mobility of the population of the United States: March 1970 to March 1973 (Series: P-20, No. 256). 14pp. 40¢. Advance data from March 1973 sample survey.

Marital status and living arrangements: March 1973 (Series: P-20, No. 255). 32pp. 75¢.

1970 Census of Population

Characteristics of the Population

Kentucky. Vol. I, part 19. 1166pp., $10.

Michigan. Vol. I, part 24. 1470pp., $12.

Ohio. Vol. I, part 37, section 1. 874pp., $19.75 for sections 1 and 2, sold as a set only.

Supplementary Report

Selected characteristics of the population in low-income areas of large cities: 1970 (PC(S1)-56). 24pp. 45¢.

Transportation

1972 Census of Transportation

Truck Inventory and Use Survey

U.S. summary (TC72-T52). 66pp. $1.

SCIENCE AND TECHNOLOGY

NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

National Marine Fisheries Service

Marine fisheries abstracts. Vol. 26, No. 11. Annual subscription $6.50 (add $1.75 for foreign mailing). Single copy 65¢. This publication contains summaries of selected articles from trade, engineering, and scientific journals dealing with the entire spectrum of fishery science.

Marine fisheries review. Vol. 35, No. 10. Annual subscription $12.50 (add $3.25 for foreign mailing). Single copy $1.25. This issue features salmon for New England fisheries.

OFFICE OF TELECOMMUNICATIONS

Use of magnetically encoded cards and digital transmission in the land mobile services (OT Report 73-16). 62pp. 90¢. The land mobile radio services have shown rapid expansion in response to greater demands for spectrum allocations. Present allocations are overcrowded and pressures exist to improve the efficiency of channel use. The use of digital data transmission is shown to have the potential of significantly increasing the number of stations assigned to a channel while maintaining the same grade of service and improving the mean access delay.

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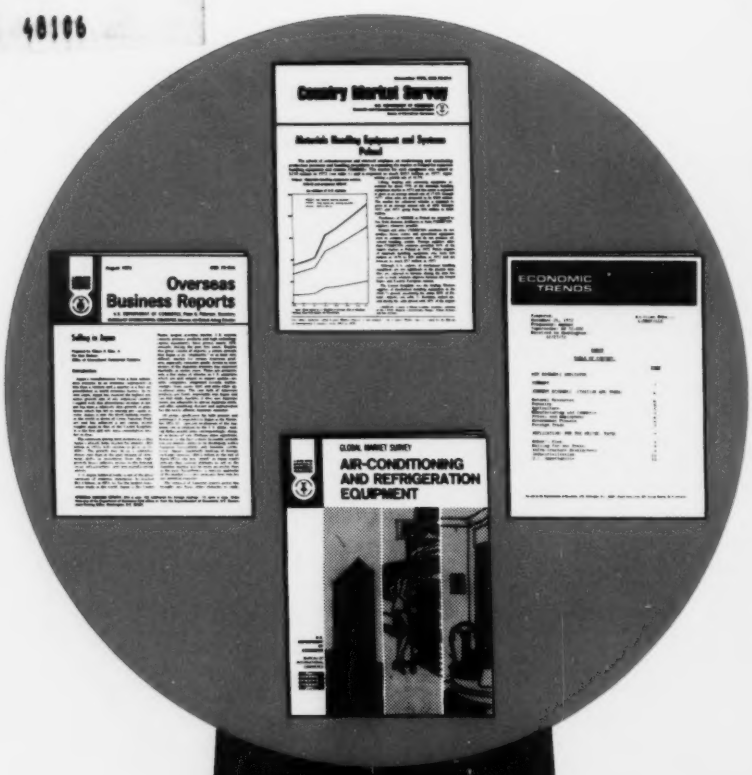

In addition to the direct export counseling services provided by the U.S. Department of Commerce, a long list of export-oriented publications is available that are must reading for the U.S. exporter. Among them, Overseas Business Reports, Foreign Economic Trends, Global Market Surveys and Country Market Surveys can be of enormous help in reviewing marketing factors and trade regulations, export potentials in various countries, economic and commercial conditions, growth and buying patterns.

FOR MORE INFORMATION WRITE:
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